JULY 28, 1952

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BROADCASTING TELECASTING

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IN THIS ISSUE:

The Democrats Had Their Turn
Page 23

CBS, Radio Affiliates Still Locked
Page 25

Justice Files TV Film Suit
Page 27

North Western's '400 Hour'
Page 36

TELECASTING
Begins on Page 53

21ST year
The Newsweekly of Radio and Television

APRIL 14, 1952
"Broadway TV Theatre"
Full-length Broadway hits seen live, 5 nights a week... for the first time on television!

JULY 19, 1952
"The All-Night Show"
all-night television — live — for the first time in the U.S.

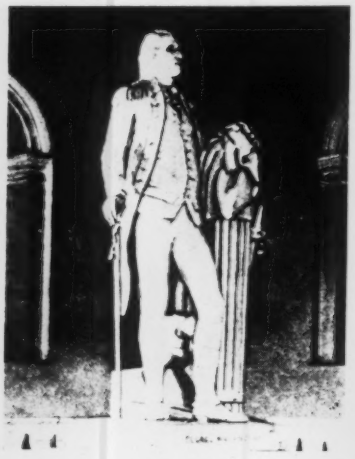
PREMIERE NEXT MONDAY

AUGUST 4, 1952
"TV Dinner Date"
Another WOR-tv FIRST — an hour variety show, repeated for 5 consecutive nights.
Inquire how amortizing sponsor's costs over the week can benefit you.

all pioneered by
WOR-tv channel 9
for New York

XUM

Symbol of a way of life



Houdon's Statue of Washington,
in the Capitol Rotunda, Richmond

In the rotunda of the Capitol Building in Richmond
is Houdon's statue of General George Washington,
labelled by historians the most important in the world.
Symbol of courage, faith, devotion to the cause of freedom,
this memorial (the only one for which Washington posed)
is a fit present-day reminder
that man's pursuit of freedom is eternal.
Among the most powerful weapons of the American way of life
is freedom of expression—
well served by countless radio and television stations. Among these
The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV,
are privileged to be numbered.

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.

TV and RADIO assistance given to ERIE DISPATCH *Kitchen Products* ADVERTISERS

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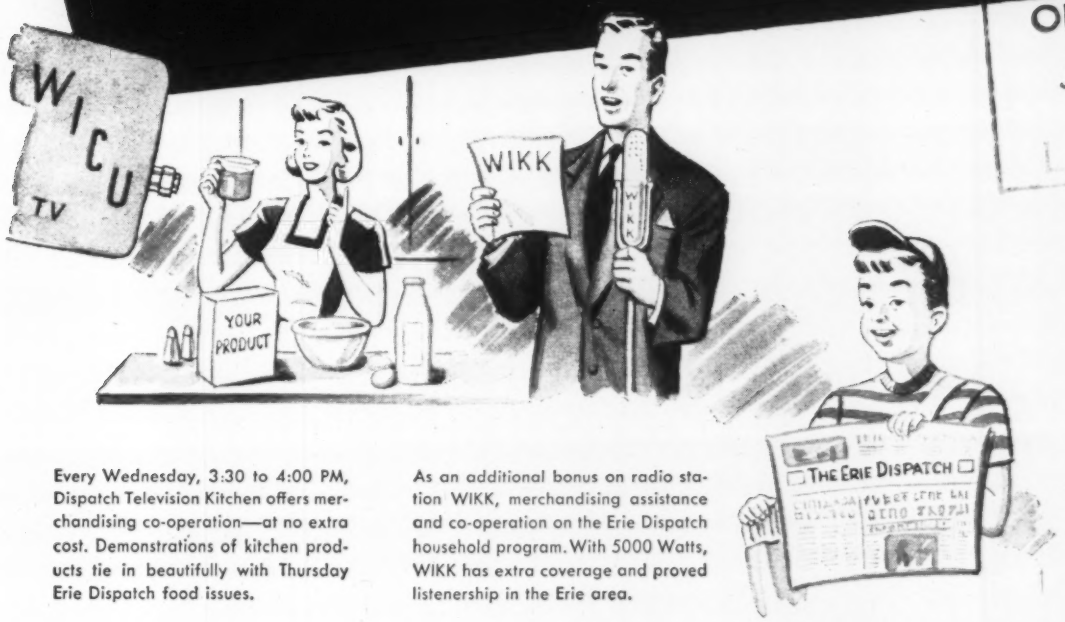


Every Wednesday, 3:30 to 4:00 PM, Dispatch Television Kitchen offers merchandising co-operation—at no extra cost. Demonstrations of kitchen products tie in beautifully with Thursday Erie Dispatch food issues.

As an additional bonus on radio station WIKK, merchandising assistance and co-operation on the Erie Dispatch household program. With 5000 Watts, WIKK has extra coverage and proved listenership in the Erie area.

Newspaper advertising in the Erie Dispatch, plus TV and Radio Merchandising assistance—at no extra cost! That's the successful formula for Kitchen Products advertising in Erie, Pennsylvania.

A new combination to promote sales in the Greater Erie Market

THE Erie Dispatch offers as a bonus to kitchen products advertisers (1) a live Kitchen Arts Show on WICU-TV with a large responsive audience which has followed it closely since 1949 (2) participating announcements on radio station WIKK. These two merchandising assistance and co-operative offers will assure kitchen products advertisers of the most complete coverage of Erie, Pennsylvania and vicinity *ever offered*. Write or call Erie Dispatch, Erie, Pa., (or Lamb Enterprises, Inc.) for complete details on this truly remarkable offering to national advertisers.

Merchandising assistance you can't get anywhere else in the U. S. A.!

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

★ RADIO
★ TV
★ NEWSPAPER

WICU-TV—Erie, Pa., H.R. Co.
WIKK—Erie, Pa., H.R. Co.
WTVN-TV—Columbus, Ohio, H.R. Co.
WHOO—Orlando, Fla., Pearson
WTOD—Toledo, Ohio, H.R. Co.
Erie Dispatch—Erie, Pa., R-F

EDWARD LAMB *Enterprises* INC.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Let's Go Navy

Lynwood H. Kinnard
Corpsman 3/c, USNR

Frank Shamis, Member WDEL-TV Staff
Electronic Technician 3/c, USNR

Lt. Commander J. H. Caum
Commanding Officer of
Naval Reserve Training Center

Through this newly inaugurated thirteen-week series of programs, thus titled, Wilmington's own Organized Surface Battalion, 4-1, USNR, speaks to thousands of fellow citizens. On half hour programs presented every other week, the different type of work, various activities and fundamental purposes of the USNR local training center projects are interestingly explained.

Through "Let's Go Navy" and many other public service programs, WDEL-TV strives to build better understanding among all the people in its coverage area.

WDEL-TV
Wilmington, Delaware
A STEINMAN STATION

WDEL AM TV FM

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

DESPITE SOUR result of its convention with affiliates last year, NBC has scheduled another convention at Boca Raton, Fla., probably Dec. 2, 3, 4, but with avowed intention of making it purely social, and with no business meetings to be scheduled. Last year's session, at which NBC presented its proposed new basic economic plan to cover rate revisions, wound up with no action pending "further study."

DEMOCRATS did no better than Republicans when it came to expression on free radio-TV in party platform. Both had been importuned to adopt freedom planks, although there was no testimony, as in former years. Both ignored proposals, without stating reasons. GOP adopted innocuous overall plank against censorship, while Democrats gave lip service to world-wide freedom in gathering and dissemination of news.

ALTHOUGH most estimates place number of people within range of TV signals at about 64%, American Research Bureau has come up with startling findings that 80% of 150 million people in U. S. are within range of TV signals. ARB's estimates are based on fact it has found TV viewers out as far as 150 miles from TV transmitters in sufficient numbers as to require them to be included in samples in its diary studies of program ratings.

THAT SAMENESS of political conventions bores considerable segment of public was evidenced during GOP convention, when many folks called networks to ask when regular schedules would return. It became even more pronounced during Democratic convention last week. Not only were networks besieged, but Democratic Committee itself heard from fans resenting blacking out of favorite shows.

WHO, if anyone, goaded Dept. of Justice into filing anti-trust suit to force motion picture industry to release newer feature films for TV (see story page 27)? Although unconfirmed, motion picture circles felt it could be pinned upon Zenith's quest last year for Hollywood cooperation (which it didn't get) for its phonevision experimentation.

FURTHER widening of "double standard" for educators—evidenced in rush of noncommercial grants last week—pointed up by FCC majority's warning that while it authorized Kansas State College application despite question of financial qualification, commercial applicants must still toe line and meet all requirements pursuant to Sec. 1.382 of rules.

IT WAS FCC Chairman Paul A. Walker, not education-advocate Comr. Frieda B. Hennock, who pushed through four educational grants despite serious questions as to legal and financial qualifications—to which Comrs. Rosel H. Hyde and Robert F. Jones objected (see stories pages 5 and 55). Comrs. George E. Sterling (in Maine) and E. M. Webster (in London) were not present.

DON'T look for any TV hearings before September. FCC staff executives have told several Washington lawyers and consulting engineers

(Continued on page 6)

RECORD VOLUME REACHED BY RCA

RCA AND ITS subsidiaries had all-time record volume of $305,837,825 for first half of 1952, Frank M. Folsom, RCA president, announced today (Monday). Figure tops that for like period of 1951 by $3.5 million. RCA net earnings for half-year were $11,299,930. After payment of preferred dividends, this represented earnings of 70 cents per share of common stock, compared with $1.02 per share for first half of last year. For second quarter, RCA grossed $141,966,494, up 22% from gross of $116,742,178 for like period of 1951. Net for quarter was $4,223,410, representing, after preferred dividends, 25 cents per share of common, compared to net earnings of 22 cents a share in second quarter of 1951.

FCC STUDIES PARAMOUNT CASE

PARAMOUNT case occupied FCC commissioners Friday morning, with staff continuing to express its opinions on legalities of ABC, CBS, UPT and Paramount Pictures petition to delete anti-trust issue, wind up ABC-UPT merger in hurry (see earlier story on page 68). Meeting adjourned at lunch time, will be resumed Wednesday when Chairman Paul A. Walker returns from speaking engagement on educational TV before Education Committee of Oklahoma State Legislative Council in Oklahoma City July 29. It was understood no decision was made on whether or not petitions should be aproved. Chairman Walker is expected to relate to his home state legislators background of four new noncommercial, educational stations approved by Commission, first such grants to be made (see story below).

BUSINESS BRIEFLY

SYLVANIA CAMPAIGN ● Sylvania Electric Products plans to spend between $75,000 and $100,000 on radio and $100,000 on television this fall to promote its new line of 30 new 1953 receivers, first shown at company's distributors' convention at Waldorf-Astoria hotel Friday. In revealing plans, William Strobert, Sylvania's advertising director for radio and TV division, said radio and TV spot and local programs would be used plus network television show, *Beat the Clock*.

MICHELSON GETS CASSIDY ● Charles Michelson Inc., N. Y., radio-TV transcriptions, appointed eastern sales distributors for *Hopalong Cassidy* transcribed radio series. Program was formerly network show exclusively and will now be marketed by Michelson on local city-by-city basis. Company estimates series will be heard on some 300 radio stations for as many advertisers by mid-September.

REYNOLDS BUYS ● Reynolds Metals Co., Louisville, has bought 6:30-7 p.m. CDT slot on NBC-TV Sundays from Oct. 5 for comedy show starring Eddie Mayehoff. Show will be filmed at Hollywood office on Russel M. Seeds agency, Chicago headquarters of which supervises work on account.

O'CEDAR ON ABC ● O'Cedar Corp., Chicago, uses network radio for first time with purchase of three quarter-hours of ABC's *Breakfast Club* for 52 weeks from Sept. 8. Company, for its sponge mop, polish, dust mop and Dri-Glo, has bought first 15-minute seg-

(Continued on page 90)

Dissents Challenge Educational CPs

BOTH LEGAL and financial qualifications of Kansas State College and New York State Board of Regents to construct and operate noncommercial TV stations granted them by FCC were challenged in dissents of Comrs. Rosel H. Hyde and Robert F. Jones, issued Friday. Commission (Chairman Paul A. Walker, Comrs. Frieda B. Hennock and Robert Bartley) granted Channel 8 at Manhattan, Kan., to Kansas State College and UHF channels at Albany, Buffalo and Rochester to New York Regents (see early story page 55).

FCC majority, in memorandum opinion and order, acknowledged deficiency of Kansas State College bid but held in view of channel reservation consideration in Sixth Report that grant should be made. However, "this action in no way affects or changes our established policies with respect to the financial showing required" of commercial applicants, majority said.

In dissent, Comr. Hyde said "examination of the present application indicates that the applicant's own governing board, the [Kansas] State Board of Regents, has not approved construction of the proposed station, although it did authorize" support for allocation of Channel 8 to Manhattan and to file application.

Comr. Hyde noted funds for construction will require further board approval even before request goes to state legislature.

"Sec. 1.382 of the Commission regulations requires a showing that an applicant is legally, technically and financially qualified as a candidate precedent to a grant without hearing," Comr. Hyde said. He continued:

I question whether granting applications under the conditions presented in this case would be consistent with the Commission's own responsibilities. I doubt whether granting applications without a showing of authority; without a firm showing or intention to construct within the foreseeable future; and without at least some showing as to a financial plan, will encourage actual construction.

Comr. Jones similarly questioned financial qualifications of Kansas State College and both Comrs. Hyde and Jones protested three grants to New York State Regents for undetailed reasons.

Kansas State grant of Channel 8 specifies effective radiated power of 52 kw visual and 26 kw aural with antenna height above average terrain 450 ft. New York State Regents grants are for Channel 17 at Albany, Channel 23 at Buffalo and Channel 21 at Rochester. ERP of each will be 205 kw visual. Commission also advised Dade County Board of Public Instruction, noncommercial Channel 2 applicant at Miami, that its bid will be withheld pending determination on application of WTVJ (TV) Miami to install new, higher power facilities on Channel 4 since Dade County will lease present WTVJ plant.

for more AT DEADLINE turn page

XUM

at deadline

MULTIPLE APPLICATIONS ARE CHALLENGED

CAN TV applicant who already owns four TV stations apply for more than one more? That question was put squarely up to FCC Friday when WSTV Steubenville petitioned Commission to force Storer Broadcasting Co. to decide which of three applications it wants to pursue, withdraw other two. Storer owns WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, KEYL (TV) San Antonio. It has applied for Wheeling-Steubenville (where it owns WWVA-AM-FM), Miami (WGBS-AM-FM) and Minneapolis. If Storer drops Wheeling-Steubenville, WSTV can be granted without hearing, petition said, since it and Storer are only applicants for Channel 9. Under new McFarland Act, FCC has 15 days to answer petition.

REMOTE-CONTROL CAMERA

WHAT manufacturer calls first complete remote control television camera will be demonstrated at Hotel Statler, Washington, D. C., Aug. 4-Aug. 8. Manufacturer, General Precision Laboratory Inc., Pleasantville, N. Y., showing new camera to engineers of armed services and television industry. Camera, full-sized four-lens image orthicon unit, has all functions of pan, tilt, focus adjustment, lens change and iris control from point thousand feet from camera.

CANCELLATIONS FOR DEMOS

NETWORKS on Friday reported cancellations of commercial program time through Thursday because of Democratic convention coverage as follows: ABC radio—15 programs totaling 4 hours, 20 minutes; ABC-TV—three programs totaling 1 hour, 30 minutes; CBS Radio—19 programs totaling 21 hours, 15 minutes; CBS-TV—37 programs totaling 14 hours, 15 minutes; Du Mont (TV)—three programs totaling two hours. No breakdowns available from Mutual and NBC.

SAG NEGOTIATIONS

SCREEN ACTORS Guild and New York motion picture producers reached no agreement by end of last week on contract covering actors in theatrical and television films. SAG spokesman expressed opinion that contract similar to one negotiated on July 2 with Hollywood producers will be signed by end of this week [B•T, July 14].

STEWART-WARNER SALES

STEWART-WARNER Corp., Chicago, has reported sales of $62,201,606 for six months ending June 30, with net profit of $1,809,578 or $1.41 per share. Profit for first six months of last year equaled $1.71 per share, president and board chairman James S. Knowlson said. This year's sales for first half, however, were 21% above those of year ago.

AVCO DIVIDEND

AVCO Mfg. Corp. board on Friday declared quarterly dividend of 15 cents per share of common stock, payable Sept. 20 to stockholders of record Aug. 29.

In this Issue—

WHAT would an Adlai Stevenson administration mean to broadcasters? Here are the answers given by authoritative sources in a special BROADCASTING • TELECASTING report. *Page 23.*

A DEMOCRATIC convention that started slowly but picked up more steam than most others in modern times gave radio and television a slam-bang production. *Page 23.*

THE meetings between CBS officials and the CBS Radio affiliates committee are in the tradition of General Grant, who once vowed to fight it out on a line if it took all summer. So far, there has been neither advance nor retreat for either side. *Page 25.*

DEPT. of Justice files anti-trust suit to force producers and distributors of 16 mm feature films to release them to television. It might mean that TV operators could get their hands on more than 2,000 first-grade programs. *Page 27.*

NBC-TV affiliates begin campaign for readjustment of their network contracts. What they want is a bigger cut of the network's gross. *Page 23.*

IN decision that could be of great significance, the National Labor Relations Board says it will not gear its talent bargaining policy for individual television stations to that laid down for TV networks last fall. *Page 59.*

AN early-morning radio show has been selling everything from good will to excursion tickets for the Chicago & North Western Railway for the past 15 years. A special success story. *Page 36.*

RADIO network gross time sales were 12.9% less in June 1952, than June 1951. Television network gross time sales were up 45.7%. *Page 27.*

FCC is swamped with comments on the NARTB proposal for relaxation of operator rules. Mostly they're from protesting engineers who say there's no good reason for relaxation. *Page 38.*

Upcoming

July 28: BAB Sales Clinic, Denver.

July 29: CBS-Affiliates Meeting, Ambassador East Hotel, Chicago.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 1: Iowa Broadcasters Assn., Hotel Savery, Des Moines.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver.

(Other *Upcomings*, Page 38)

Closed Circuit

(Continued from page 5)

that they would be safe if they took vacations before Labor Day.

SENATE Majority Leader Ernest W. McFarland, best informed legislator on Capitol Hill on matters pertaining to communications, is facing stiff Republican opposition in his native Arizona this fall. GOP, it's understood, plans major pressure because of prestige in defeating Senate's No. 1 Democrat.

IN UNEXPECTED move last George Kern, media director of General Foods and Best Foods for Benton & Bowles, New York, notified agency of his resignation effective Aug. 1. Mr. Kern, who handled timebuying staff of agency for past 12 years, expected to announce future plans shortly. His replacement at agency will probably be named next week.

FULL support of FCC's proposal to use 540 kc for Class II stations in various parts of country was given Friday by NARTB in comments filed in answer to Commission notice last month [B•T, June 23]. Deadline for comments is today (Monday). Frequency was made Canadian clear channel in line with assignment of 540 kc to broadcast band at 1947 Atlantic City conference. It has been used by CBK Watrous, Saskatchewan, with 50 kw power since 1938. Mexico, in 1948, notified NARBA signatories that it planned to use 150 kw on 540 kc, and XEWA San Luis Potosi is now operating on that frequency—but, it is believed, with power considerably less than 150 kw.

THERE may be more oppositions filed with FCC to pending TV applications on grounds of financial inadequacy as channel scramble tightens. WMT Cedar Rapids challenges competitive bid of KSTT Davenport on this basis (see story page 55). Also watch for contesting of certain individuals who have stockholdings in multiple applications (with apparent hope of catching quick grant somewhere) but whose financial status evidences question as to ability to meet all outstanding pledges.

MAINTENANCE of price controls on radio and TV receivers being sought by some OPS officials on ground that new post-freeze TV markets will boost demand, drive prices up. At present time, TV signals reach estimated 64% of U. S. population, according to NBC-TV research executives, and most manufacturers feel additional prices will rise. Radio-TV prices are all well below ceiling at present time.

EVEN THOUGH efforts to control Democratic sessions proved futile, broadcasters generally had words of praise for superior handling of arrangments at last week's convention. One complaint was that schedule often was so tight that insufficient time was allowed for commercials and commentaries. There were fewer snafus on credentials.

GENERAL MILLS STATEMENT

IN ITS 24TH annual report to stockholders and employes, General Mills last Friday announced total sales for year ended May 31 at record high of $468,864,000 and earnings of $9,549,000 compared with $11,520,508 previous fiscal year. Earnings per share of common stock were $3.94. Total direct taxes were $7.05 per share. Company spends approximate 14 million for advertising and its new president, Charles H. Bell, predicted that same amount with possible slight increase would be spent in coming year.

for more AT DEADLINE see page 90

XUM

PUBLIC SERVICE that Serves All The People . . .

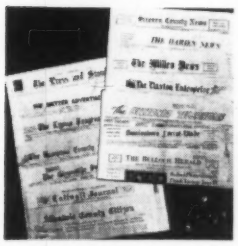
These eight from many WSAV Public Service Programs reflect a simple management concept at WSAV: *the most effective radio station is that which is the voice of the needs and interests of all the people it is privileged to serve.*

A. W. Taylor, Meteorologist in Charge, U. S. Weather Bureau. The farmers as well as the city dwellers depend on WSAV for the latest official weather information. These 5-minute reports are broadcast direct from the U. S. Weather Bureau six times daily.

The Glennville Tomato Festival, Hampton County Watermelon Festival, Emanual County Pine Tree Festival, opening of the tobacco markets, blessing of the shrimp fleets, and other similar events are of prime audience interest throughout this section. Whatever the event, WSAV's microphones are always there.

Dr. Leroy G. Cleverdon, Pastor of the First Baptist Church, which has one of the largest congregations in Savannah. This popular Sunday church service has thousands of regular listeners in three states, and has been broadcast over WSAV without interruption for more than twelve years.

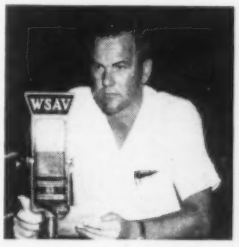
Georgia State College for Negroes is one of the oldest Negro colleges in the U.S. For more than twelve years, WSAV has originated broadcasts in connection with the commencement exercises of this institution for the benefit of the thousands of alumni and interested friends throughout the coverage area of WSAV.



County Edition features news on the local level from the towns and counties within the range of WSAV's powerful voice. This important news feature is conducted in cooperation with the leading county newspapers in Georgia and South Carolina, and provides a valuable outlet of expression and publicity for the community life in this area.

Savannah is the hub of many important permanent military installations, including Hunter Air Force Base, Parris Island Marine Base, Camp Stewart, Glynco LTA Naval Base and others. WSAV originates frequent broadcasts from these bases, both for the morale and entertainment of service personnel, and for the dissemination of information to the general public.

Miss Frances Rees, Children's Librarian, who conducts the "Children's Story Hour" over WSAV every Saturday morning. Now in its 652nd week, this popular educational feature has been presented by the Voice of Savannah, in cooperation with the Savannah Public Library, from the very inception of WSAV.



Douglas W. Strohbehn, County Agricultural Agent, who conducts "Farmers Digest" broadcast direct from the Agricultural Agents' office. These daily broadcasts feature direct reports by County Agents from the outlying counties in area. Other important farm service features broadcast exclusively over WSAV are "Farm Forum", conducted by Ronnie Stephens, State Agricultural Extension Service at U. of Ga., and by Paul Seabrook, State Extension Service, Clemson College, S. C., and "4-H Spotlight," which features on-the-spot interviews with 4-H Club members throughout the State.

"The station that serves best, sells best."

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	10
Aircasters	52
Allied Arts	75
Editorial	48
FCC Actions	82
FCC Roundup	87
Feature of Week	16
Film Report	71
Front Office	50
New Business	20
Open Mike	14
Our Respects to	48
Programs, Promotion, Premiums	77
Radiorama	43
Strictly Business	16
Telestatus	66
Upcoming	38

TELECASTING Starts on page 53

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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•Reg. U. S. Patent Office

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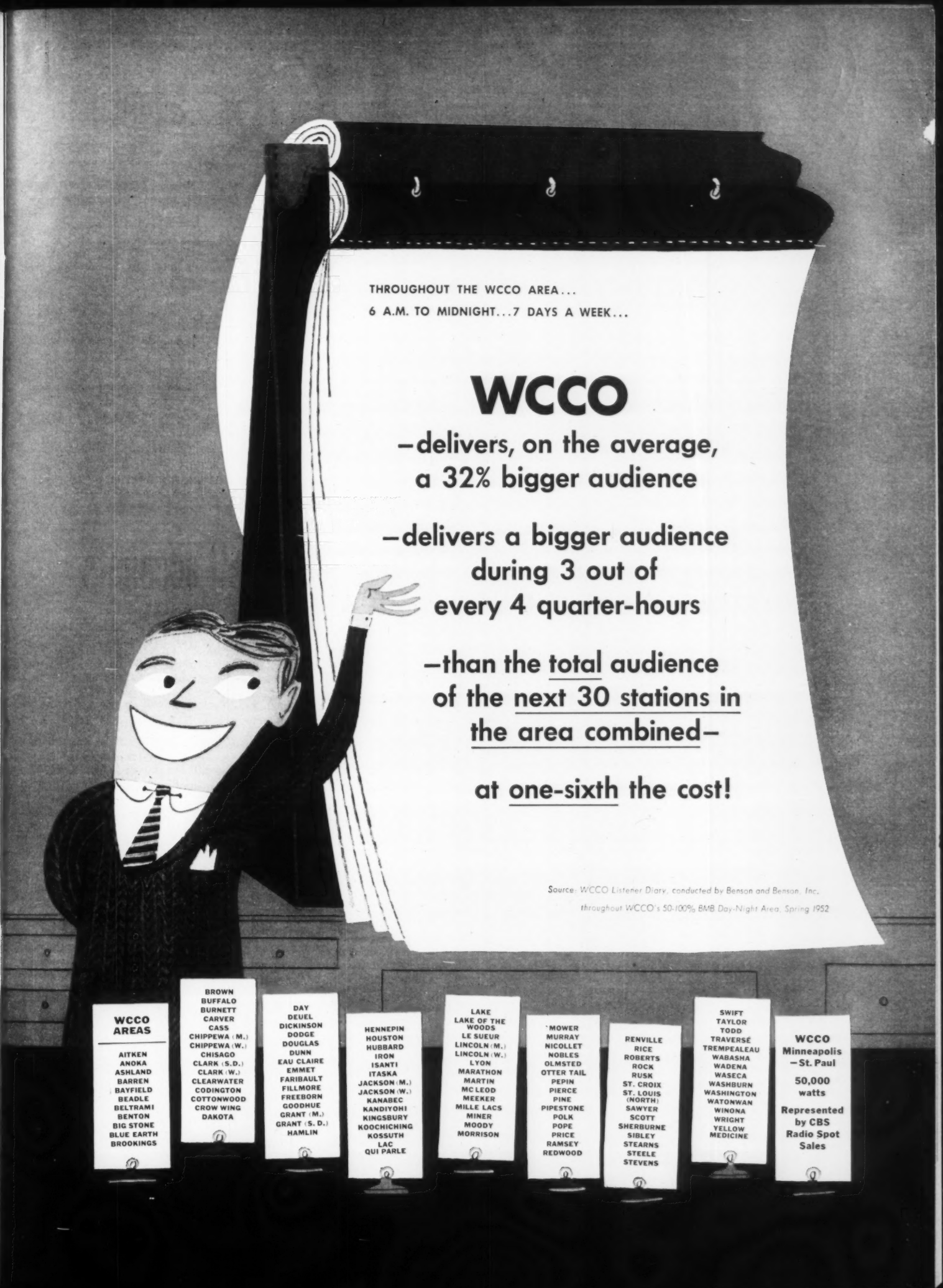

THROUGHOUT THE WCCO AREA...
6 A.M. TO MIDNIGHT...7 DAYS A WEEK...
WCCO
–delivers, on the average, a 32% bigger audience
–delivers a bigger audience during 3 out of every 4 quarter-hours
–than the total audience of the next 30 stations in the area combined–
at one-sixth the cost!
Source: WCCO Listener Diary, conducted by Benson and Benson, Inc. throughout WCCO's 50-100% BMB Day-Night Area, Spring 1952
WCCO AREAS
AITKEN ANOKA ASHLAND BARREN BAYFIELD BEADLE BELTRAMI BENTON BIG STONE BLUE EARTH BROOKINGS
BROWN BUFFALO BURNETT CARVER CASS CHIPPEWA (M.) CHIPPEWA (W.) CHISAGO CLARK (S.D.) CLARK (W.) CLEARWATER CODINGTON COTTONWOOD CROW WING DAKOTA
DAY DEUEL DICKINSON DODGE DOUGLAS DUNN EAU CLAIRE EMMET FARIBAULT FILLMORE FREEBORN GOODHUE GRANT (M.) GRANT (S. D.) HAMLIN
HENNEPIN HOUSTON HUBBARD IRON ISANTI ITASKA JACKSON (M.) JACKSON (W.) KANABEC KANDIYOHI KINGSBURY KOOCHICHING KOSSUTH LAC QUI PARLE
LAKE LAKE OF THE WOODS LE SUEUR LINCOLN (M.) LINCOLN (W.) LYON MARATHON MARTIN MC LEOD MEEKER MILLE LACS MINER MOODY MORRISON
MOWER MURRAY NICOLLET NOBLES OLMSTED OTTER TAIL PEPIN PIERCE PINE PIPESTONE POLK POPE PRICE RAMSEY REDWOOD
RENVILLE RICE ROBERTS ROCK RUSK ST. CROIX ST. LOUIS (NORTH) SAWYER SCOTT SHERBURNE SIBLEY STEARNS STEELE STEVENS
SWIFT TAYLOR TODD TRAVERSE TREMPEALEAU WABASHA WADENA WASECA WASHBURN WASHINGTON WATONWAN WINONA WRIGHT YELLOW MEDICINE
WCCO Minneapolis – St. Paul
50,000 watts
Represented by CBS Radio Spot Sales

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

WILLIAM M. ENGELMANN, media director, and RALPH W. NELSEN, art and production director, elected vice presidents of Abbott Kimball Co., N. Y.

Mr. Vogel

HUGO C. R. VOGEL, vice president in charge of British Empire division, Grant Adv. Inc., appointed vice president of agency's international division in New York.

JOSEPH THOMPSON, associate producer of *Today* on NBC-TV, to radio-television department, N. W. Ayer & Son, Hollywood, to handle TV production.

PAUL F. BIKLEN, Fuller & Smith & Ross, N. Y., to N. W. Ayer & Son, N. Y., as service representative.

GEORGE IDELSON, advertising staff, Hecht Co., Washington, D. C., to copy staff, Kal, Ehrlich & Merrick, same city.

ROBERT C. BARKER, head of group serving Sun Oil Co. at Hewitt, Ogilvy, Benson & Mather, N. Y., elected a vice president of agency.

on all accounts

THERE'S some question over at Lewin, Williams & Saylor, New York, whether Robert Brenner, radio and television director, in his province is a boss without subordinates or a subordinate without a boss. But there's no question anywhere that Mr. Brenner is a versatile fellow who runs his one-man operation with a smoothness and distinction that would do credit to a far larger staff with a far greater division of responsibility.

Mr. Brenner is charged with the agency's purchase and placement of all radio and television time; the supervision and production of radio and television spots; the auditioning of all talent, and the overall supervision and production of all radio and television programs for the agency.

Mr. BRENNER

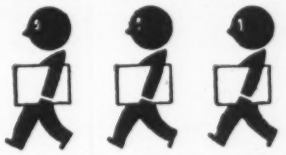
Born in St. Stephens, S. C., 35 years ago, this jack of all trade matters received his education at the U. of South Carolina, New York U., and the Whitehead School of Dramatics, American Theatre Wing TV work shop.

His first job in the industry was as program director of WFTC Kinston, N. C. After one year at that post he moved to KTSW Emporia, Kan., as assistant station manager. From there he journeyed to New York to work on the advertising staff of a trade paper where he served until 1942 when he resigned to join the U. S. Army Intelligence division. Emerging from the army, he signed up with the Office of War Information as an official in the realm of foreign language broadcasts emanating from the State Dept. Two years later he moved to the Friedenberg agency, New York, as a radio station representative where he directed and produced *Quizzing the News* for ABC, functioning there until June 1949 when he joined Lewin, Williams & Saylor in his present capacity.

Among the accounts that agency currently places in radio and TV are: Costa's Ice Cream Co., Borck & Stevens, Tri-State Plastic Molding Co., Borden's Frozen Foods and G. N. Coughlan Co.

Mr. Brenner is a bachelor and lives in Brooklyn. His hobbies are skiing and the theatre. He is a member of the Veterans' Hospital Radio Guild.

beat



EDGAR W. CLARK, Kenyon & Eckhardt, N. Y., to BBDO, Minneapolis, as account executive.

JOHN HARPER to timebuying staff at Leo Burnett, Chicago, after returning from service with Armed Forces.

GRANT Adv. Inc., Hollywood, moved to 813 N. Highland Ave. Telephone is Hollywood 9-5371.

STAN PUTNAM, art director, Olds & King, Portland, to Pacific National Adv. Agency, that city, in charge of retail art and production.

ROBERT D. BLEGEN, copy chief and radio-TV director, Ray C. Jenkins Adv., Minneapolis, promoted to creative director.

JOHN E. MALONE, sales manager, Anderson-McConnell Technical Publications, L. A., shifts to Anderson-McConnell Adv., that city, as account executive.

HAROLD H. JAEGER, marketing director, Can Mfrs. Institute, to Geyer, Newell & Ganger, N. Y., as vice president and general manager.

Mr. Jaeger

KENNETH BOEHNERT & Assoc., Chicago, renamed **SIEBERT, BOEHNERT & HUTTON.** Firm, with headquarters at 646 N. Michigan Ave., has added offices in New York, Washington and Los Angeles. New partners with Mr. Boehnert are **C. STUART SIEBERT Jr.,** former director of public relations at J. Walter Thompson Co., Chicago, and **WILLIAM R. HUTTON,** midwest manager of British Information Services.

ROSS SAWYER Adv., Pasadena, and **DAVIS & Co.,** L. A., have merged and will operate as **DAVIS & Co.,** with headquarters at 523 W. 6th St. **ROSS SAWYER** named merchandising plans director.

MEL SMITH, account executive, Erwin, Wasey & Co., L. A., named vice-president.

ARVIN J. WELSH, first vice president, Wilson, Haight & Welsh Inc., Hartford, appointed to government, public and educator relations committee of American Assn. of Adv. Agencies.

REN A. MEADER, assistant advertising and sales promotion manager, General Petroleum Corp., L. A., to Erwin, Wasey & Co., that city, as account executive.

JOE THOMPSON, associate producer, NBC-TV *Today,* to N. W. Ayer & Son Inc., Hollywood, as TV producer.

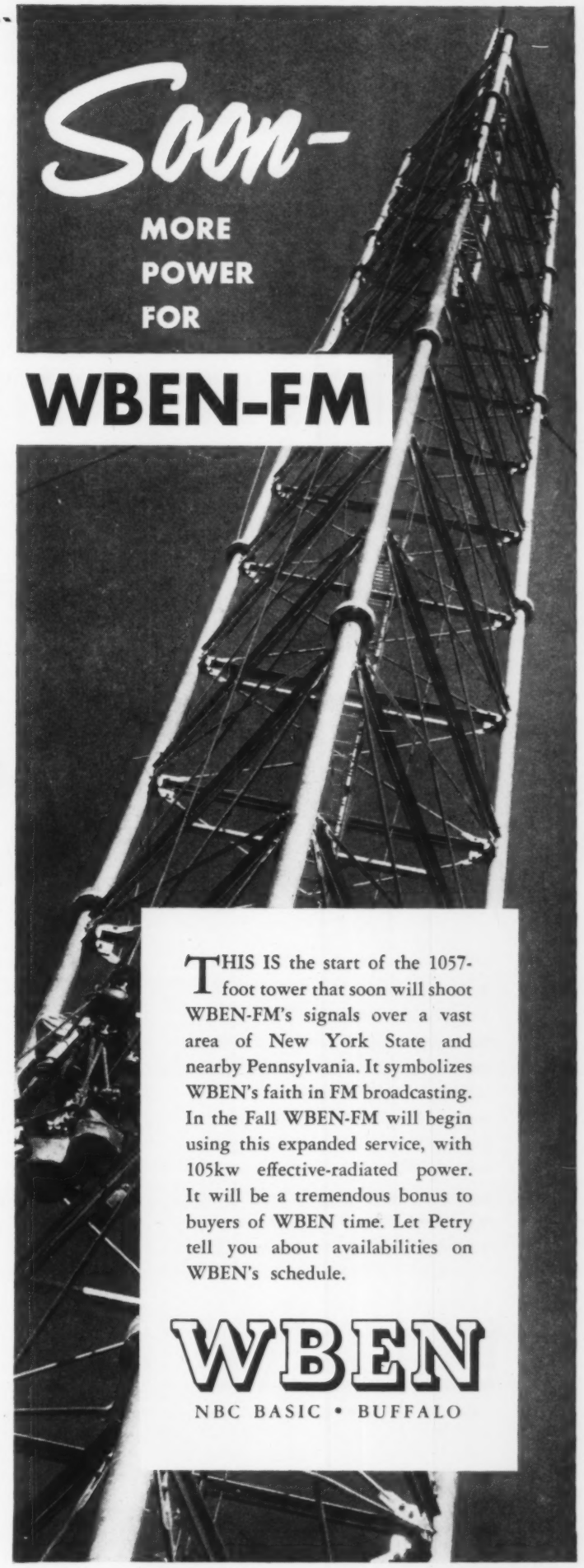
CUNNINGHAM & WALSH Inc., N. Y., relocates at 260 Madison Ave., effective today (Monday).

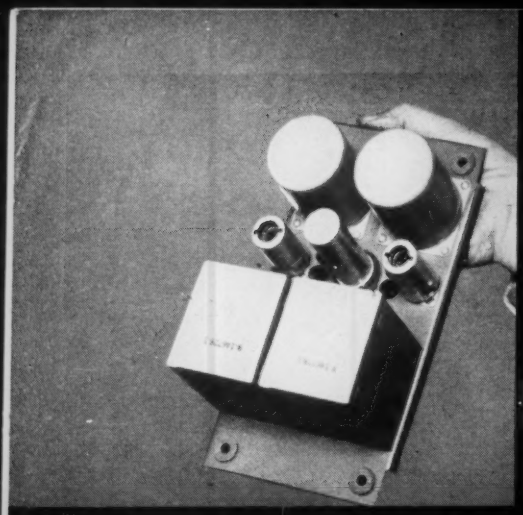
GEORGE R. GIBSON, merchandising manager, Walt Disney Productions, to Geyer, Newell & Ganger, N. Y., as marketing director.

JOHN DOBRAN, free lance technical and chemical writer, to copy department of Kenyon & Eckhardt, N. Y.

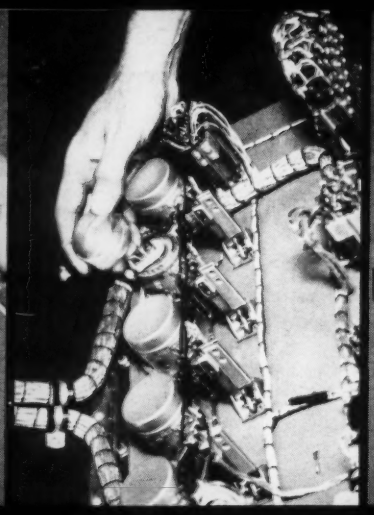
SIDNEY EATON, manager of publication office, *Daily Mirror,* N. Y., to Miller Adv., same city, as production manager and creative director.

GEORGE A. LINDER, H. B. Humphrey Alley & Richards Inc., to Harold M .Mitchell Inc., N. Y., as production and traffic manager.

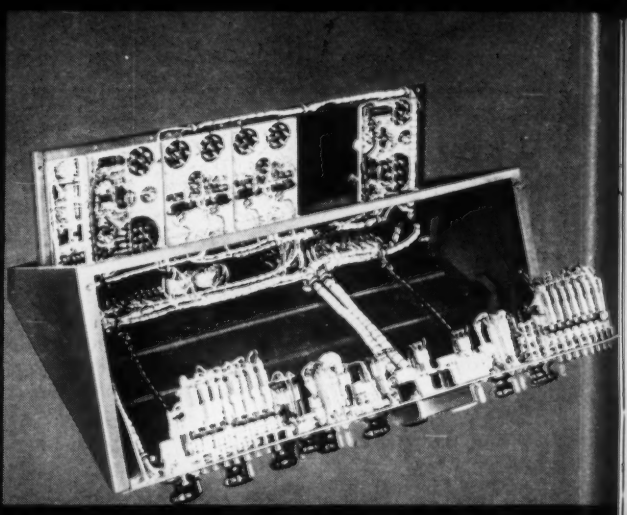

Soon-
MORE
POWER
FOR
WBEN-FM
THIS IS the start of the 1057-foot tower that soon will shoot WBEN-FM's signals over a vast area of New York State and nearby Pennsylvania. It symbolizes WBEN's faith in FM broadcasting. In the Fall WBEN-FM will begin using this expanded service, with 105kw effective-radiated power. It will be a tremendous bonus to buyers of WBEN time. Let Petry tell you about availabilities on WBEN's schedule.
WBEN
NBC BASIC • BUFFALO



New compact amplifiers—use low-noise, long-life, miniature tubes.



Every component is easy to get at for inspection and maintenance.



Accessibility, plus! New hinged control panel swings down; amplifier frame swings up.

9 EXTRA FEATURES of the

THE EASY WAY the BC-2B Consolette handles is due in great measure to the careful attention RCA engineers have given to construction details—and to a number of unique operating features (not found in their entirety in any standard consolette). Some of these advantages are pictured on these pages.

For example, see how easy it is to get at the amplifiers and components. Note how every inch of wiring can be reached without disturbing the installation. See how the consolette fits snugly into the control room—unobtrusively. See how the styling matches other RCA audio and video equipments.

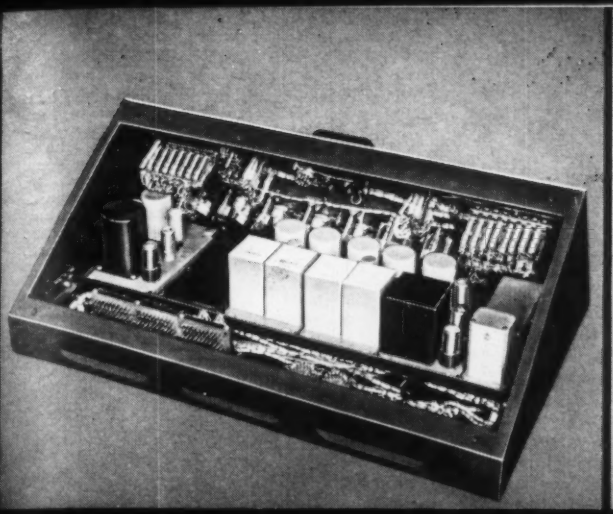
Based on more than 25 years of experience in building studio consolettes, type BC-2B is in our opinion a high point in consolette design. The instrument includes all essential elements needed by most AM-FM and TV stations. And every feature has been operation-proved—many in RCA deluxe custom-built equipment. *Type BC-2B is available at a "package" price!*

For details, call your RCA Broadcast Sales Representative.

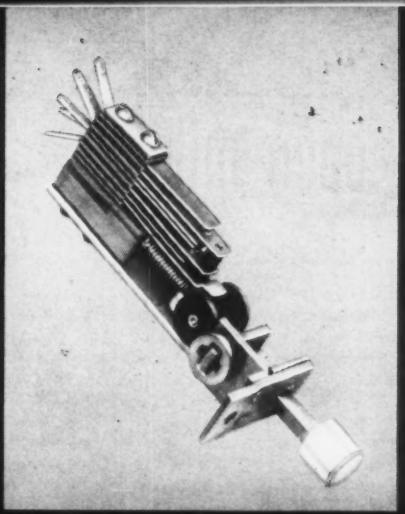
Type BC-2B is styled to match RCA video equipment—like this familiar video console.

. . . and it's styled to match other RCA audio equipment, too—like this master switcher, for instance.

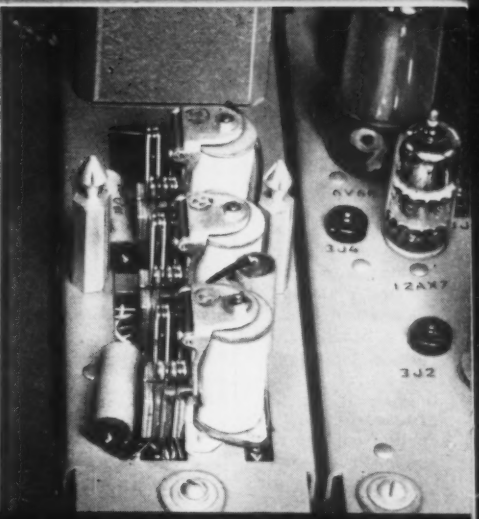
XUM



All external connections are made to two terminal blocks. To get at them, just lift the cover.



New, reliable interlocking push-button switches are leaf-type and cam-operated.



Improved, faster-operating speaker relays eliminate key clicks and audio feedback.

new consolette

Low height, and 30-degree sloping front and top offer maximum studio visibility. You can install the BC-2B tight up against your studio window. There are no rear connections.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N.J.

XUM

open mike

Bard of Bluehill

EDITOR:

How well I remember Bluehill cheese! I ate it a generation ago.

I am touched to encounter this reminder of my bygone youth at page 90 of the July 14 issue of your interesting publication:

"KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December. . . ."

Can it be that the Networks (note capital "N") are not only using rubber rate cards, making under-the-counter and package deals, but are also making "trade deals?"

The snappy cheese I well remember
Now serves as money through December
For advertisers on their toes
And using network O-and-O's.

Name Withheld
Washington, D. C.

* * *

Thank-You Note

EDITOR:

I am happy to express to you the appreciation of the American Cancer Society for your splendid cooperation with our 1952 Cancer Crusade.

The advertising space which you contributed this spring was of significant help in our nationwide educational and fund-raising drive, which has been the most successful we have conducted. Present reports indicate we will go over our goal of $16 million. . . .

William J. Donovan
Chairman
Board of Directors
American Cancer Society Inc.
New York

* * *

Australian Autocracy

EDITOR:

Maybe it is of some interest to you to know that BROADCASTING • TELECASTING is read with considerable interest way down under here in Melbourne. The writer has followed the development of your service to the industry with great interest now almost since the first issue came off the press. . . .

The purpose of this letter . . . is to make a request. Briefly it is this. Can you give me any factual information as to the constitution, set-up and operation of the Federal Communications Commission?

Some three years ago we had foisted on our backs here, by a Socialist's government, an old man of the sea called the Australian Broadcasting Control Board, and with him came an amendment to the legislative act controlling broadcasting. This wretched board has developed into a virtual one-man dictatorship control of the industry.

Since the establishment of the board, however, a change in government has occurred and I am, together with some other station managers, seeking to induce the present government to amend the legislation to clip the wings of this autocracy in some way.

I feel . . . that American broadcasters have hammered out, from longer experience, a fairly satisfactory system of control and that information on the functions of the FCC would be of interest to members of the government whom I have approached on this matter.

Bram Saunders
General Manager
Melbourne Broadcasters Pty. Ltd.
Melbourne, Australia

[EDITOR'S NOTE: An armload of information is on its way and with it B•T's good wishes for Mr. Saunders in his joust with autocracy.]

* * *

No Jinx

EDITOR:

I recently sent BROADCASTING • TELECASTING a check for my twelfth renewal of your wonderful trade publication.

As I go into my thirteenth year as a reader of BROADCASTING • TELECASTING I don't feel one bit unlucky. On the contrary, I feel that the thirteenth year will bring me as much satisfaction and enjoyment as the previous 12 years.

George Ball
Director, Public Affairs
WHLI Hempstead, L. I., N. Y.

* * *

Pix Mix

EDITOR:

I read with great interest the story on page 29 of your July 21 issue concerning my good-friend, Ward L. Quaal.

The picture of the gentleman accompanying this story may cause great confusion in Cincinnati on Aug. 25 when Mr. Quaal assumes his new post as assistant general manager of Crosley Broadcasting Corp.

Perhaps your running a picture of Mr. Quaal will lend proof to his claim that he, rather than the other gentleman, is Mr. Quaal.

R. Russell Eagan
Kirkland, Fleming, Green, Martin & Ellis
Washington, D. C.

[EDITOR'S NOTE: The picture incorrectly labeled as that of Mr. Quaal, who is leaving his job as director of Clear Channel Broadcasting Service to join Crosley, was that of John Wrath, Chicago manager of Headley-Reed, who is featured in a Strictly Business column this week, page 16. Lest Mr. Quaal be greeted as an imposter when he reports to Cincinnati, his picture appears below at right. Cincinnati is advised that the picture on the left is of Mr. Wrath, not Mr. Quaal.]

* * *

Bungled By-Line

EDITOR:

In the June 23 issue of your magazine, page 80, an item appeared regarding the producing of five half-hour films by Mr. Edward Lewis. One of the films mentioned was "Marriage of Lit-Lit" based on an O. Henry short story. This is in error since the picture will be based on a Jack London story. . . .

Joseph Marks
Vice President
Doubleday & Co.
New York

* * *

Hix a Hit

EDITOR:

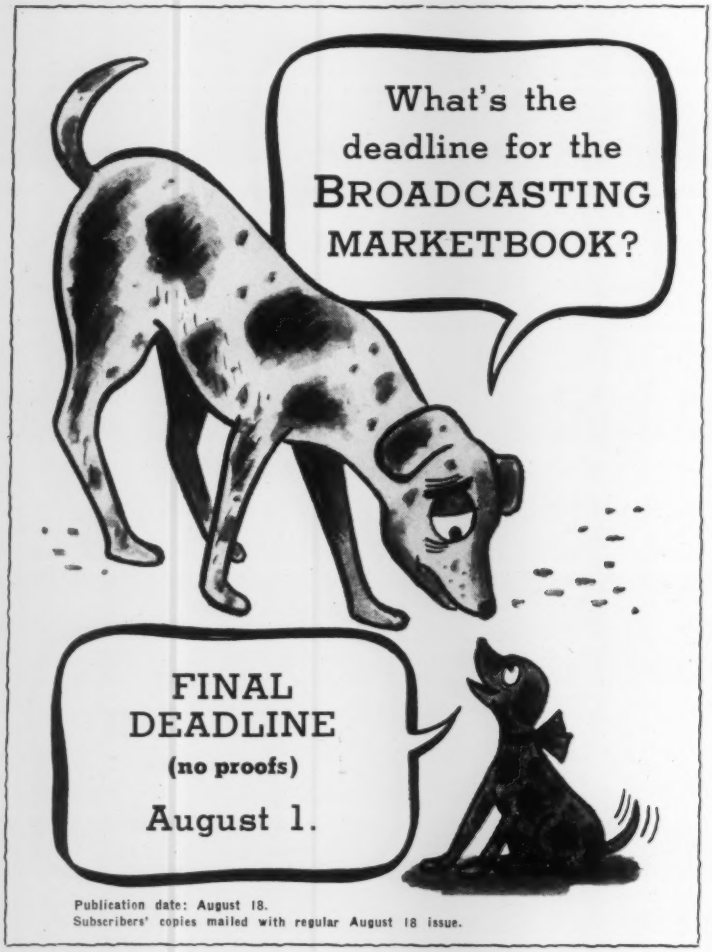
. . . The Sid Hix cartoon on page 24 of the July 21 issue . . . shows the "immediacy" of radio better than anything I've ever seen. Showing that to prospects should sell hundreds of newscasts throughout the nation. . . .

Russell E. Offhaus
General Manager
WMFS Chattanooga

[EDITOR'S NOTE: Cartoon is reprinted below.]

* * *

"Say, lady, who won the nomination?"



Publication date: August 18.
Subscribers' copies mailed with regular August 18 issue.

The
General Electric Company
Announces
The Appointment of
THE HENRY I. CHRISTAL CO.
New York, Chicago
as
National Sales Representative
for
Radio Station
WGY
Effective August 1, 1952

first

IN THE WASHINGTON MARKET

7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM

Represented by NBC Spot Sales

feature of the week

At the kickoff dinner (l to r): Messrs Outler, Seitz, Dodge and Moseley.

* * *

NETWORK radio, a local affiliate, a retailer and a manufacturer have pooled efforts in Atlanta, Ga., to wage a promotional campaign utilizing the facilities of all four organizations, NBC announced last week. Participating in the promotion that began July 10 and will last through Aug. 2 are Atlanta's Colonial Stores, Philco Corp., NBC and WSB Atlanta.

One phase of the promotion is a drawing to be held on Aug. 2 at which 32 Philco home air-conditioning units will be given away. A unit is now on display at each of the 32 Colonial stores in the Atlanta area where customers may register. Messages over the air urge listeners to participate in the drawing, NBC said. Colonial Stores, in its regular newspaper schedule, spotlights many of the WSB-NBC advertised food products. In addition, point-of-sale promotion is heavy, NBC noted, with mass displays, colorful banners and special booths pointing up store's merchandise that is advertised over WSB-NBC.

The promotion was kicked off at

(Continued on page 52)

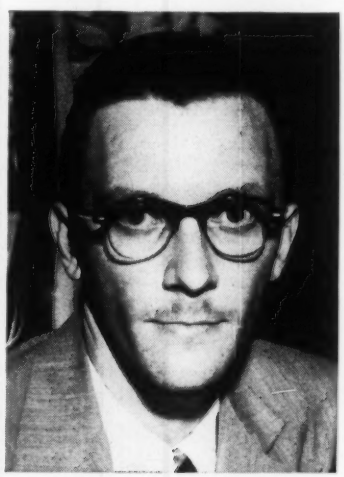
strictly business

BACKBONE of John Wrath's sales efforts as vice president and Chicago manager of Headley-Reed station representative firm is to "never tell a lie, because then you don't have to remember what you said!"

Mr. Wrath has arrived at numerous conclusions while working with his list of 35 radio and three TV stations. Among these is a "hope" that local stations will switch to "good, solid local programming" when a network show is dropped, resulting in higher revenue, although the initial programming effort will be more costly. He's discovered that some station executives are principally concerned with their TV applications and video plans, letting their AM money-makers slide. He decrys the approach of some operators, who are more concerned with their network features than with the local ones, which form the basis of their overall operation.

It's this firm basis, Mr. Wrath concludes, which makes a station salable to agencies and advertisers. "A good operation is the main point in selling either AM or TV," he says. He also notes that several TV accounts are returning to radio, because of the "overpricing of

(Continued on page 75)



JOHN WRATH
. . . an 'Honest John'

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily 'round the clock

WSRS

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK

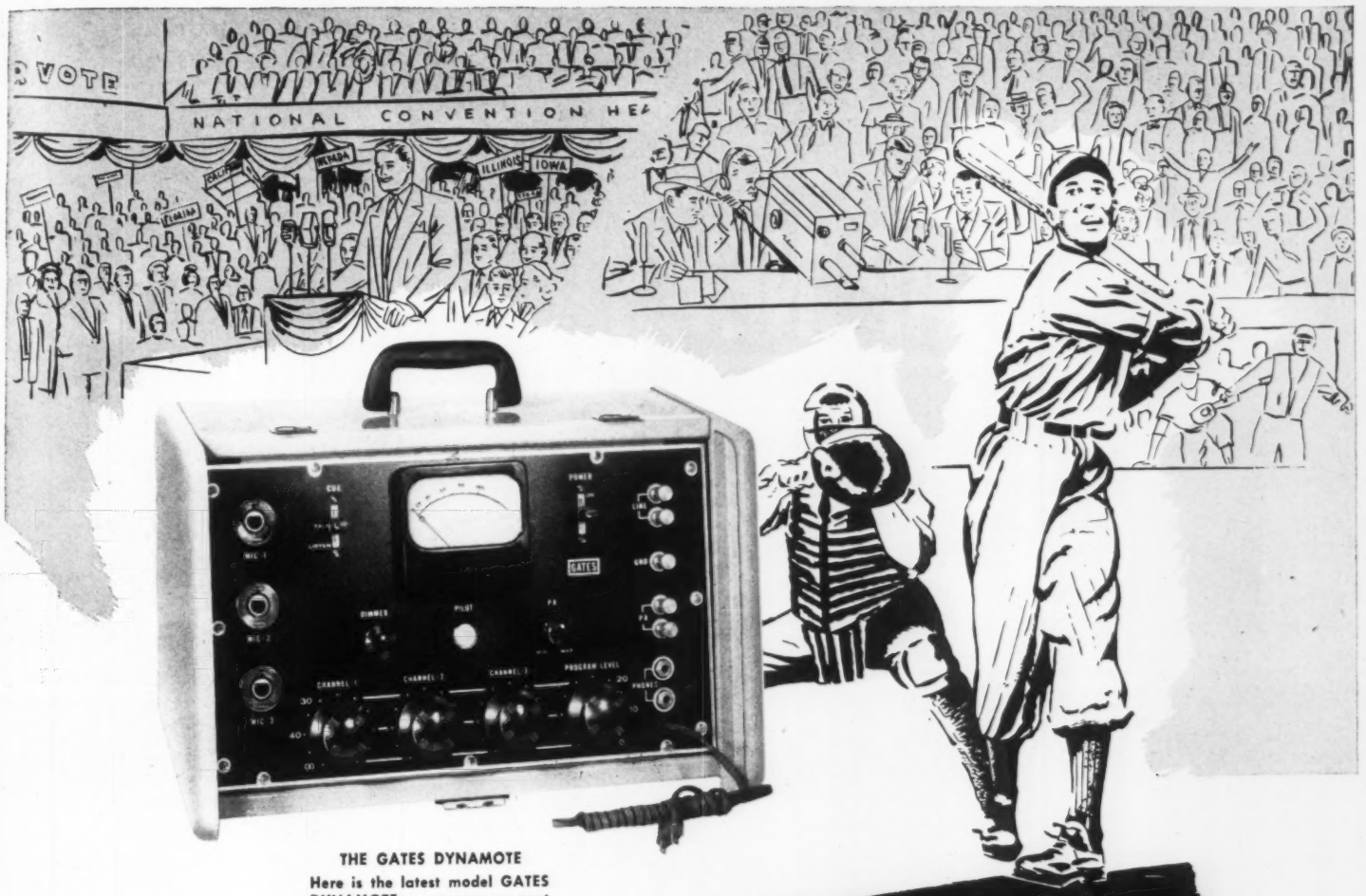
On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.



THE GATES DYNAMOTE
Here is the latest model GATES DYNAMOTE — as new as next fall's election!

YOU'RE THERE WITH THE Gates "Dynamote"

Some Outstanding DYNAMOTE Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamoting your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

AP NEWS sells... stays

"Sponsors say AP News best medium they've ever used"

Ward A. Coleman
General Manager
WENC, Whiteville, N. C.

"Our AP newscasts are a powerful influence in this area," says Mr. Coleman. "We actually hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M.* AP newscast! And the advertisers who sponsor AP news tell us it's their best business-getter."

* J. T. McKenzie, Whiteville appliance dealer who sponsors WENC's 6 P.M. AP newscast says: "We've been unable to keep enough washers in stock since we bought the program three years ago! We're thoroughly sold on AP news!"

"We have a waiting list of sponsors for our AP newscasts"

George X. Smith
Vice President and Manager
KFOR, Lincoln, Nebraska

Hundreds of the country's finest stations announce with pride ***"THIS STATION IS A MEMBE***

XUM

sold!

"AP newscasts are consistent Hooper leaders in our market," declares Manager Smith. "We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news — the news that sells* in this metropolitan market!"

* Hardy Furniture Company, sponsor of AP news on KFOR for many years, reports: "Recently we advertised a quantity of electric de-humidifiers at $129.95 — exclusively on our AP newscast. Listener response was immediate. We sold out completely, reordered, sold out again!"

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

IT'S AS SIMPLE AS THIS: When you feature AP news, you attract sponsors . . . when sponsors feature AP news, they attract customers. That's why so many stations have found that AP news is easy to sell, easy to keep sold!

YOU CAN LEARN exactly what AP news can accomplish for your stations and your sponsors by contacting your AP Field Representative, or by writing:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

new business

Spot . . .

SCHAEFER BREWING Co., N. Y., reportedly buying five to ten station breaks and one-minute spots per week in number of eastern radio markets for six weeks early in Aug. Agency: BBDO, N. Y.

Network . . .

REYNOLDS METALS Co., Richmond, Va., to sponsor *Fibber McGee & Molly* on NBC radio, Tues., 9:30-10 p.m. EDT, effective early Oct. Agency: Buchanan & Co., N. Y.

IRONRITE Inc., Mt. Clemens, Mich. (ironing machines), will again sponsor *Hollywood Screen Test* on ABC-TV Mon., 7:30-8 p.m. EDT, beginning Aug. 25. Program has been off the network since June on summer hiatus. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.

KELLOGG Co., Battle Creek, to sponsor two quarter-hours of *Art Linkletter's House Party* on CBS-TV, Tues. and Fri., 3-3:15 p.m., starting with program's TV inception, Sept. 1. Agency: Leo Burnett Co., Chicago. With Pillsbury Mills, Lever Bros. Co. and Green Giant Co. previously signed, program will start completely sponsored, 2:45-3:15 p.m., Mon. through Fri.

Agency Appointments . . .

MASON SHOE Mfg. Co., Chippewa Falls, Wis., names Bozell & Jacobs Inc., Chicago. HENRY FLARSHEIM is account executive.

S. M. FOOD PRODUCTS Co., L. A. (Bowl O' Gold popcorn), names John I. Edwards & Assoc., Hollywood. Radio-TV will be used.

VIDAIRE TELEVISION Co., N. Y. (TV color equipment, phonograph and TV amplifiers), appoints A. D. Adams Adv., that city.

ESQUIRE Inc., Chicago and N. Y. (*Esquire*, *Coronet* and *Apparel Arts*), names Grey Adv., N. Y. Radio and TV plans are underway for intensive campaigns.

CHOCK FULL 'O NUTS, N. Y., chain of counter service restaurants, to Emil Mogul Inc., N. Y. Radio is being used.

J. H. GUILD Co., Rupert, Vt. (Green Mountain Asthmatic Compound), appoints Street & Finney, N. Y., effective Sept. 1.

THE BRANHAM COMPANY

representing

offices
CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

Adpeople . . .

BETTY GRAYSON, director of market research, Hudson Pulp & Paper Corp., N. Y., to Hamilton Metal Products Co., that city, in charge of advertising, public relations, sales promotion and research and assistant to MYRON PIKER, executive vice president.

A. H. BLOUNT, assistant to president in charge of production at Tea Garden Products Co., San Leandro, Calif., named general manager in charge of sales and advertising.

L. B. EASTMAN, general sales manager for Joyce Inc., Pasadena (mfrs. shoes), adds duties of advertising-publicity manager. He succeeds LILLIAN JENNISON who resigned to live in New York.

Fur Opportunity

AUGUST fur sales, to be intensively promoted this year, offer good opportunities for local time sales, according to Maurice B. Mitchell, vice president and general manager, Associated Program Service, who urges stations to go after this business in the July issue of *The Needle*, APS monthly bulletin.

BOB CLAMPETT's *Time for Beany* has been sold to WJBK-TV Detroit, it was announced last week. The puppet show will be telecast weekday afternoons on a participating basis. John F. Howell, director of sales and merchandising for Paramount Television Productions Inc., announced also that *Time for Beany* is now being offered over WEWS (TV) Cleveland under sponsorship of the Amster Beverage Co., distributor of Dad's Old Fashioned Root Beer.

This is Milwaukee . . . where WTMJ dominates

and here's why:

Wisconsin folks make it a habit to keep tuned to WTMJ. Year in, year out, more people in Milwaukee **and** Wisconsin listen to WTMJ than any other radio station.

WTMJ's primary coverage blankets the wealthy Wisconsin market . . . 628,916 of Wisconsin's total of 968,253 radio homes.

30 years of radio service to the people of Milwaukee **and** Wisconsin has won a steady, loyal listenership for WTMJ, listenership that pays off in sales results. That's why America's leading advertisers continue to renew radio schedules on WTMJ.

Get complete, up-to-the-minute sales facts. Contact your Henry I. Christal representative. He has facts and figures to show you how and why WTMJ dominates in Milwaukee . . . in Wisconsin.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

Represented by **THE HENRY I. CHRISTAL CO.** *New York • Chicago*

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 Salesman is

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 43, No. 4 JULY 28, 1952

DEMO GOLDFISH BOWL

Networks Stress Remotes, Gimmicks

By JANE PINKERTON

DESPITE an unexpectedly lackluster start, at least by comparison with the fireworks that lit up the early stages of the GOP meetings a fortnight ago, the Democratic National Convention last week exploded into a dramatic radio and television presentation.

Radio and TV men in the hundreds had anticipated heavier coverage demands at the Democratic convention than they had to meet at the GOP's.

Additional cameras and microphones were spotted around the convention hall and the Hilton Hotel headquarters in Chicago to accommodate the heightened activity that was expected because of the greater number of active Democratic candidates. While only Eisenhower and Taft were serious contenders at the Republican convention, the Democrats last week went into session with no fewer than six: Stevenson, Harriman, Kefauver, Kerr, Barkley and Russell.

No Shooting At First

The ammunition and guns were ready, but there was little to shoot at during the first three days, or during the pre-convention events. GOP pre-convention activity was more intense, with broadcasters in general aroused by early denial of access to committee news, although pencil and pad reporters were admitted. All Democratic committee proceedings — centering on those of the Platform and Credentials groups—were opened to all media, but developments were picked up only sporadically by radio and TV newsmen.

Hottest convention side-session was the Credential meeting late Tuesday night when Franklin D. Roosevelt Jr. and Sen. Blair Moody (Mich.) made a concerted pitch for loyalty affirmations.

Emotional impetus of the Eisenhower-Taft fight at the GOP sessions gave an intensity to many floor proceedings which would have been routine otherwise. At the early sessions of the Democratic meetings however, there was little overt dissession among the delegates—even between North and South factions—so that cameras concentrated on lengthy speeches, prolonged parliamentary proceedings and the movement of delegations and officials.

Controversy and action, TV's forte, were at a minimum in the first three days of sessions. Then the convention erupted in a Thursday meeting which lasted about 14 hours and produced one of the hottest running floor fights in modern U. S. political history.

Networks, before the fireworks began late in the week, relied more heavily on remotes than at the previous convention. During Republican sessions, networks often carried the pool pickup from the floor even when nothing of import was going on because they had nothing with which to fill in. This time, they sent reporters and commentators to roam more freely in search of news, feature material and, especially, scoops. Staffs began early in the week to vie for news scoops, with almost every programming innovation tagged by the individual network as an exclusive.

Networks also tried to hypo convention pool coverage by inserting their own particular brands of gimmicks in the pool picture. CBS, NBC and ABC all came up with varied screen effects. Control men blocked out picture sections and put in the commentator, superimposed arrows, frames and circles on personages spotted in the crowd on the floor, and ran last-minute flash bulletins in hastily-printed strips along the bottom. One network superimposed a line-drawing of an oafish donkey prancing around the screen, while another blended three cameras pickups into one line feed.

Techniques of TV remained secondary, however, as directors and

(Continued on page 32)

DEMOCRATIC candidate Adlai Stevenson watching a telecast of the Democratic Convention while visiting a friend's home Tuesday evening.

STEVENSON'S STAND

On Radio-TV

HOW DOES the Democratic Presidential nominee, Adlai E. Stevenson, stand on issues closest to the hearts, ideals and pocketbooks of the nation's radio and television broadcasters?

Direct answers were not forthcoming following the draft nomination of the Illinois Governor, but those close to him, who know his approach to matters of public policy, essayed to answer queries of BROADCASTING • TELECASTING, without, however, binding their candidate.

Here were the questions and answers:

Q. How does Gov. Stevenson stand on freedom of the broadcast media?

A. He believes that radio and television have won their spurs as qualified news media, and should be recognized on equal footing with the press.

Q. Does he support the so-called American plan of free competitive enterprise in radio and television?

A. Most assuredly. He recognizes that radio, and latterly television, in the United States have led the world parade. He's for free, open and vigorous competition.

Q. What about censorship, having in mind also the position of the station owner, who under the law cannot censor the speech of a political candidate for public office yet is not saved harmless from libel and slander uttered over his facilities?

A. He is opposed to censorship, no matter what the guise or excuse. As for the political liability issue, that is one for the governor to ponder as a lawyer. It is doubted whether he has yet given any consideration to it.

Q. Does he have any views on the functions and the personnel of the FCC?

A. Probably not. He has had little or no contact with the agency or the laws under which it functions.

Q. Who are his closest contacts in radio?

A. One of his close friends is Clifton Utley, NBC commentator, who incidentally, won wide tribute for his work at both the Republican and Democratic conventions.

As to Gov. Stevenson's microphone manner, close observers commented that he is an accomplished orator, but not of the arm-waving, swashbuckling school. He turns a neat phrase, as evidenced in his convention welcoming speech last Monday. He has a beguilding smile, and a sense of humor. He feels that both radio and television have given him better than a fair shake in reporting events which led up to his reluctant acceptance of the party call.

An Eisenhower-Stevenson campaign—waged largely by radio and television—according to the experts, should be memorable. Two new-school orators, given to understatement rather than exaggeration, are made to order for the listening and viewing audiences.

XUM

AFTERMATH of appointment of Henry I. Christal Co. as national sales representative for WGAR Cleveland was a conference of key Goodwill Stations personnel and Christal executives. L. to r: Irv Gross, Christal New York office; Carl E. George, WGAR general manager; Gordon Gray, vice president in charge of New York office, Goodwill Stations; Henry I. Christal, president of representative firm; Jim Thompson, Christal Chicago office; John F. Patt, president, Goodwill Stations. Executives met in Cleveland to map sales plans for WGAR. Christal also has been named to represent nationally WJR Detroit, another Goodwill outlet.

GENERAL FOODS

Reports on Advertising

GENERAL Foods spent $43.5 million on product advertising last year, but only a few cents on each article sold by the company, Austin S. Igleheart, president, told the stockholders annual meeting in New York last Wednesday. He said the sum was distributed among more than 50 of the company's major products.

The amount included radio and TV, newspaper costs, commissions to advertising agencies, sampling operations and special inducements to consumers. Advertising costs were 6.9 cents for each dollar of sales as compared to 10.6 cents in 1940.

Projecting a "goal in the foreseeable future of $1 billion of sales for General Foods Corp.," Clarence Francis, chairman of the board, told the shareholders he was "talking in terms of volume and not inflation." Reporting on operations for the June quarter, Mr. Francis stated that net sales rose to $158,330,890 from the $137,232,591 volume transacted in the corresponding three months of last year.

NARTB DISTRICTS

Membership Groups Named

NARTB membership drive committees were appointed in four more districts last week. Members of the committees, who will seek new members for the broadcasters' trade association, are as follows:

District 1—William B. McGrath, WHDH Boston, chairman; C. Grover DeLaney, WTHT Hartford; Carlton D. Brown, WTVL Waterville, Me.; Hervey Carter, WMUR Manchester, N. H.; H. William Koster, WPJB Providence.

District 5—Bert Bank, WTBC Tuscaloosa, Ala. Mr. Bank will appoint two more members.

District—9—Merrill Lindsay, WSOY Decatur, Ill., chairman; Hugh K. Boice Jr., WEMP Milwaukee.

District 15—Sheldon Anderson, KCOK Tulare, Calif. Mr. Anderson will appoint two more members.

DUANE JONES SUIT

Action on Motion Deferred

JUDGE Thomas F. Murphy of the U. S. District Court for the Southern District of New York last Thursday postponed action on a motion to dismiss a complaint against Duane Jones, president of the Duane Jones Agency [B•T, July 14].

Thomas F. Boyle, counsel for nine of Mr. Jones' former employes who are suing the agency head for $3,150,000 in a slander suit, told B•T that Judge Murphy would specify some day this week for argument on the motion. He added that he would seek a postponement until next week because he will be out of town this week.

Mennen Buys

MENNEN shaving products will sponsor the postgame quarter-hour of the college football games, Saturday on NBC-TV. The company is planning to use the time for a summary of all the football scores across the country, since under NBC's contract with the National Collegiate Athletic Assn. viewers will be able to see only a single game each week. Further details of the Mennen Co.'s show are still being worked out by the company and its agency, Kenyon & Eckhardt, New York.

Shasta Switch

PROCTER & GAMBLE Co. has switched its Shasta cream shampoo account from Dancer-Fitzgerald-Sample, New York, to Biow Co., same city. It was understood that the agency switch resulted from possible conflict between Shasta and similar D-F-S accounts produced by other manufacturers. Shasta is presently a TV advertiser and there will be no immediate change in its radio-TV plans. D-F-S continues as agency for P&G's Dreft and Oxydol.

TRANSIT RADIO

Forjoe Named as Rep.

APPOINTMENT of Forjoe & Co. as national sales representative for Transit Radio Inc. effective Aug. 1, has been announced by R. C. Crisler, TR president. Forjoe will represent present and newly-acquired stations with Transit Radio acting as liaison and supplemental sales agency, Mr. Crisler said.

Forjoe's Joe Bloom said Transit Radio's strategic value increases with establishment of every new video station—"Competition creates business and Transit Radio does not have to share its audience," Mr. Bloom said.

A meeting of Transit Radio station managers and sales personnel was to be held today (Monday) and tomorrow at New York's Biltmore Hotel for station people to meet their new representatives and for exchange of new ideas, Mr. Crisler announced.

Scheduled to attend are:

Ben Strouse and Herman Paris, WWDC Washington; Ralph Stufflebaum, KXOK St. Louis; Ed Richter, WKRC Cincinnati; Joe Hartenbower, KCMO Kansas City; Jerry McCarthy, WTOA (FM) Trenton; Jack Poor, General Teleradio; Bill Sweeney, WGTR (FM) Worcester, Mass.; F. G. Raese, WKJF (FM) Pittsburgh; and possibly Rollo Bergeson, KCBC Des Moines; Leonard Higgins, KTNT (FM) Tacoma, Wash., and Leslie L. Altman, WBUZ (FM) Bradbury Heights, Md.

Dixon to KSL Sales

PAUL S. DIXON, comptroller of Radio Service Corp. for the past seven years, has been appointed national sales manager of KSL Salt Lake City, according to C. Richard Evans, vice president and RSC general manager. Before he joined KSL, Mr. Dixon was vice president and manager of Equity Conservation Corp., New York.

NBC RATES

Four Affiliates Raised

WHILE attention of broadcasters, advertisers and advertising agencies has been focused on the deliberations of CBS officials and the CBS Radio Network affiliates, who are attempting to ward off another round of radio network rate reductions, NBC quietly raised the rates for four of its affiliates.

The gross evening hour rate of WOAI San Antonio was raised from $306 to $340; that of KPRC Houston from $234 to $280; that of WKY Oklahoma City from $252 to $280 and that of KNBC San Francisco (an NBC owned-and-operated station) from $414 to $475.

The new rates, effective July 1 with the usual six months protection for current advertisers, restore for two stations—WOAI and WKY—the 10% cuts imposed by NBC on all of its radio affiliates just a year before, on July 1, 1951. For KPRC and KNBC the increases are in excess of the cuts effected last year.

The main factors that induced NBC officials to authorize the "nominal increases" in the network station rates for these four affiliates, the network said, were:

"(1) Substantial increases in the population and retail sales of each market.

"(2) The leading share of audience position in each market.

"(3) Adjustment of the NBC network rate to effect a more equitable position."

WAB To Hear Mitchell

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, N. Y., transcription library, will be guest speaker at the main dinner of annual meeting of Western Assn. of Broadcasters to be held in Jasper, Alberta, Sept. 11-13.

Drawn for BROADCASTING • TELECASTING by Dick Wang

"Nope—still black and white. Try some of those little tubes towards the front."

RATE TALKS

CBS, Affiliates Group Still Locked

By BRUCE ROBERTSON

GEN. GRANT'S famous dictum about fighting it out on this line if it takes all summer might well be adopted as an official slogan by the executives of CBS and the members of the CBS Radio affiliates committee.

Last week the two groups met again in New York to grapple with the pressing problems of network-station relationship. The Wednesday session, lasting far into the evening, and an all-day Thursday session came to a close with no progress to report. The groups will meet again tomorrow at Ambassador East Hotel in Chicago.

Major problem confronting the station and network executives is that of radio rates. Crux of that problem, as everyone knows, is the decline in radio network sales to advertisers who at the same time have continued to patronize, on a spot or local level, the individual stations comprising the networks.

The facts are there for all to see, but their explanation is less obvious. Still farther hidden is a formula that will enable the radio networks to regain the advertisers they have lost and attract new ones to the use of their medium, without adversely affecting the non-network revenue of their individual affiliates. The 10% overall rate cuts effected by the networks a year ago failed to turn the tide. Suggestions that more radical reductions in network rates might accomplish this end are met with skepticism if not downright suspicion by many affiliates.

White Suggests Compromise

Last week's deliberations of the affiliates committee and the network officials were not made easier by reports that a rate formula had been advanced on which both sides were ready to agree. This formula, it was reported, called for a rise in daytime rates of 20%, in accordance with demands of the CBS Radio affiliates [B•T, July 7], but for a 25% reduction in evening rates. A trade press report—promptly and heatedly denied—said this compromise suggestion was advanced by Frank White, one-time CBS treasurer who is now an NBC vice president and general manager of the NBC radio and TV networks, to an unidentified member of the CBS affiliates group. This report said Mr. White had promised that if the formula were accepted by CBS, it also would be put into effect by NBC.

Mr. White indignantly repudiated the story and demanded a retraction. George Storer, chairman of the CBS affiliates committee, and also owner of an NBC affiliated radio station, did call on him, Mr. White said, but, he stated, "I made no statement to him as to the intentions of NBC with respect to rates and there was no suggestion of any agreement or understanding between us as to changes in the rate structure of any network."

Mr. Storer also emphatically denied his talk with Mr. White had in any manner concerned the negotiations of his committee with CBS.

Noting that "NBC's network rates are currently under study and have been for some time," Mr. White stated: "We have reached no conclusion as to what we may ultimately suggest to our affiliated stations and any future revision which we make will be on the basis of full and free discussion with them and will depend on their and our belief as to what is appropriate.

"We have no agreement or understanding with anyone in the industry," Mr. White declared, "and our future action will be dictated by our own conclusions as to what revision may be necessary and not by action that others may take."

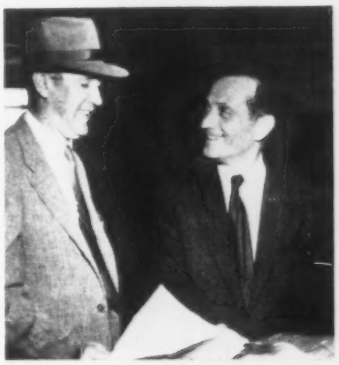
An encouraging indication to the conferees that things could be worse came in a statement Monday by Edward F. Lethen Jr., director of sales extension for CBS Radio. The CBS Radio Network, Mr. Lethen reported, is "sold out" of daytime radio from 10 a.m. to 4:15 p.m., Monday through Friday, and "buyers ask us almost daily to 'let me know if anything opens up'."

Nighttime schedules for all also are "filling up fast," Mr. Lethen said. "They are about two months ahead of last year. For instance, between 6:30 and 10 p.m., Sunday, Monday and Tuesday, only one 15-minute period is available for fall."

Solution Is Imperative

However heartening that news may have been to the conferees, it did little to change the basic conflict between the network view that rates must be cut—and severely—to turn the tide in favor of the use of radio network time by national advertisers, and the stand steadfastly held by the affiliates committee that such a cut would lead only to chaos. The main point of agreement last weekend, as the conferees went their individual ways, was that a solution is imperative not only for CBS and its radio affiliates but for the entire radio broadcasting industry and that they will continue to meet as long as such meetings give any indication that a solution can be found.

CBS representatives at last week's sessions included Frank Stanton, CBS president; Joseph H. Ream, CBS executive vice president; Richard S. Salant, newly elected CBS vice president and general executive [B•T, July 14]; Adrian Murphy, president, CBS Radio Network; Herbert V. Akerberg, CBS station relations vice-president.



WAYNE COY (l), former FCC Chairman and now president of KOB-AM-TV Albuquerque, and Charles L. Glett, CBS West Coast vice president, tour CBS-TV's Television City in Hollywood, which is nearing completion.

Affiliates committee members attending were: Mr. Storer; Victor A. Sholis, WHAS Louisville; John Patt, Goodwill Stations; John E. Fetzer, WKZO Kalamazoo; I. R. Lounsberry, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee) one day only. Committee members unable to attend were: Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quarton, WMT Cedar Rapids; Hulbert Taft, WKRC Cincinnati.

NBC-TV AFFILIATES

Huddle on Payments

FORTY affiliates of NBC-TV met Friday at the Hotel Statler, Cleveland, to hear the recommendations of a seven-man committee on a new formula for network payments.

At issue is the unhappiness of NBC television affiliates with the current financial arrangements, in effect since 1949.

Exactly what the payment formula committee suggested was not divulged. It is no secret, however, that affiliates feel that some readjustment must be made in the light of (1) the increase in the number of interconnected stations, (2) the large increase in the network rate card and (3) the increased amount of commercial programs on the network.

At present the NBC-TV contract calls for the first 24 hours of the month free, with the station getting 33⅓% of the gross income from time charges for the succeeding hours. The network assumes interconnecting line charges and/or kinescope costs for non-interconnected affiliates (only KOB-TV Albuquerque is not interconnected).

Affiliates organization, set up formally in Chicago last April during the NARTB convention there [B•T, April 7], believes that the line charges used by NBC-TV three years ago in establishing affiliates' compensation are outmoded. An earlier exploratory meeting was also held in Chicago in 1951 [B•T, Oct. 22, 1951].

This was a point of issue during the Boca Raton, Fla., NBC affiliates convention last year [B•T, Dec. 3, 1951]. The TV affiliates' figures and those supplied by NBC did not jibe.

Radio affiliates furnish NBC with the first 16 hours free, then collect on a unit scale—next 25 unit-hours, 20% of networks' gross from time sales, then 30%, with all above 66 hours at 37½%.

Larger Share Formula

According to Walter Damm, (WTMJ-TV Milwaukee), chairman of the NBC-TV Affiliates Assn., it is the hope of the affiliates that some formula will be evolved that will give the affiliates a larger share of the network's gross income from time sales—spread out, possibly, over a number of years.

If the representatives of the affiliates accept the compensation committee's recommendations, a new committee will be formed, he said, to meet with NBC President Joseph H. McConnell and Vice President Charles R. Denny Jr.

Other members of the compensation committee are Clair McCollough, Steinman stations; Raymond Welpott, WRGB (TV) Schenectady; Nathan Lord, WAVE-TV Louisville; E. R. Vadeboncoeur, WSYR-TV Syracuse; John Outler, WSB-TV Atlanta; Harold P. See, KRON-TV San Francisco. They met Thursday in Cleveland prior to Friday's meeting.

Mr. McCollough and Arden X. Pangborn, WOAI-TV San Antonio, are vice chairmen of the organization.

Other matters of interest, voted by the association last April, are cow-catcher and hitch-hike commercials, stronger morning and afternoon programs. Also requested was that NBC place its public service programs in network option time rather than in station time—unless the time element is essential. Network option time is 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m.

It is understood that some 15 of NBC-TV's 44 primary affiliates do not have standard contracts with the network.

XUM

RADIO HOMES

Montana and Utah Density Given by Census

OWNERSHIP of radio and TV receivers for Montana and Utah, based on the April 1950 census count of housing was reported last week by the Census Bureau.

Montana radio owners were 95.5% of the total housing units reported, with urban dwellings accounting for 97.2%, farm, 94.7% and rural nonfarm, 93.6%. Total radio homes increased from 134,503 in 1940 to 164,990 in 1950.

City with the highest percentage of radio homes was Great Falls, with 98.1%. Golden Valley County, with 98.8%, was the county with the biggest number. Interesting sidelight was that that part of Yellowstone National Park in Montana which contained 58 people in 14 dwelling units was 100% equipped with radio.

Since Montana is distant from TV transmitters, the state showed up with only 0.5% for TV receivers. Again Great Falls was highest with 1% saturation, but Wibaux County, in the eastern part of the state, had a 4.8% count of TV sets.

Utah's radio count was 97.4% for the state as a whole, with 98.1% in urban areas, 96.9% in farm areas and 95.6% in rural non-farm areas. Complete radio ownership was found to exist in two counties —Rich and Daggett, both with 100%. Number of radio homes increased from 126,418 to 181,090 in the 10-year period.

TV set ownership for the state was 4.5%, with the highest number concentrated in the Salt Lake City area, 9.3%. Salt Lake City has two TV stations—KDYL-TV and KSL-TV.

MONTANA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Percent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Percent
The State	591,024	175,470	172,750	164,990	95.5	134,503	171,515	840	0.5
Urban and rural non-farm	455,085	139,345	136,785	130,925	95.7	98,038	135,680	630	0.5
Urban	258,034	81,159	80,345	78,080	97.2	57,114	79,440	375	0.5
Rural non-farm	197,051	58,186	56,440	52,845	93.6	40,924	56,240	255	0.5
Rural farm	135,939	36,125	35,965	34,065	94.7	36,465	35,835	210	0.6
(No S.M.A.)									
URBAN PLACES									
Anaconda	11,254	3,449	3,480	3,405	97.8	3,019	3,215	15	0.5
Billings	31,834	10,250	10,115	9,820	97.1	6,280	10,085	35	0.3
Bozeman	11,325	3,416	3,375	3,305	97.9	2,212	3,385	0	..
Butte	33,251	11,035	10,945	10,505	96.0	10,396	10,880	30	0.3
Great Falls	39,214	12,177	12,080	11,845	98.1	8,311	12,020	115	1.0
Helena	17,581	5,709	5,620	5,410	96.3	4,229	5,540	35	0.6
Missoula	22,485	6,659	6,670	6,530	97.9	4,968	6,580	25	0.4
COUNTIES									
Beaverhead	6,671	2,157	2,130	1,965	92.3	1,710	2,125	10	0.5
Big Horn	9,824	2,508	2,340	2,100	89.7	1,940	2,335	20	0.9
Blaine	8,516	2,301	2,315	2,115	91.4	1,868	2,320	10	0.4
Broadwater	2,922	870	875	820	93.7	712	870	5	0.6
Carbon	10,241	3,197	3,015	2,835	94.0	2,643	3,005	5	0.2
Carter	2,798	806	800	730	91.3	703	800	5	0.6
Cascade	53,027	15,689	15,580	15,195	97.5	11,051	15,510	140	0.9
Chauteau	6,974	2,108	2,060	1,990	96.6	1,809	2,055	10	0.5
Custer	12,661	3,743	3,670	3,480	94.8	2,584	3,670	10	0.3
Daniels	3,946	1,130	1,145	1,130	98.7	1,040	1,145	15	1.3
Dawson	9,092	2,686	2,640	2,590	98.1	1,996	2,640	35	1.3
Deer Lodge	16,553	4,206	4,260	4,150	97.4	3,643	3,985	20	0.5
Fallon	3,660	1,005	965	925	95.9	813	970	...	..
Fergus	14,015	4,207	4,205	4,055	96.4	3,415	4,205	20	0.5
Flathead	31,495	9,604	9,430	8,920	94.6	6,034	9,160	35	0.4
Gallatin	21,902	6,445	6,315	6,155	97.5	4,335	6,310	15	0.2
Garfield	2,172	662	675	600	88.9	578	685	...	..
Glacier	9,645	2,585	2,560	2,270	88.7	1,780	2,545	5	0.2
Golden Valley	1,337	419	410	405	98.8	394	410	...	..
Granite	2,773	916	905	835	92.3	883	900	5	0.6
Hill	14,285	4,162	4,145	3,950	95.3	3,137	4,120	30	0.7
Jefferson	4,014	1,099	1,045	975	93.3	977	1,045	...	..
Judith Basin	3,200	946	910	855	94.0	891	915	5	0.5
Lake	13,835	3,952	3,860	3,605	93.4	2,948	3,835	25	0.7
Lewis and Clark	24,540	7,603	7,470	7,150	95.7	5,743	7,370	35	0.5
Liberty	2,180	650	660	645	97.7	546	655	...	..
Lincoln	8,693	2,676	2,555	2,290	89.6	1,828	2,530	15	0.5
McCone	3,258	954	970	930	95.9	836	970	5	0.5
Madison	5,998	1,854	1,845	1,750	94.9	1,603	1,845	5	0.3
Meagher	2,079	650	645	625	96.9	537	635	...	..
Mineral	2,081	701	685	645	94.2	547	680	...	..
Missoula	35,493	10,380	10,285	9,995	97.2	7,313	10,155	25	0.2
Musselshell	5,408	1,753	1,680	1,620	96.4	1,425	1,690	10	0.6
Park	11,999	3,772	3,675	3,600	98.0	2,823	3,625	25	0.7
Petroleum	1,026	307	280	260	92.9	256	280	...	..
Phillips	6,334	1,928	1,865	1,730	92.8	1,822	1,860	20	1.1
Pondera	6,392	1,756	1,695	1,605	94.7	1,492	1,690	...	..
Powder River	2,693	797	780	750	96.2	637	780	...	..
Powell	6,301	1,775	1,720	1,660	96.5	1,487	1,720	10	0.6
Prairie	2,377	705	685	660	96.4	521	685	...	..
Ravalli	13,101	4,058	4,035	3,885	96.3	2,971	4,030	5	0.1
Richland	10,366	2,952	2,915	2,810	96.4	2,226	2,905	5	0.2
Roosevelt	9,580	2,581	2,550	2,440	95.7	1,990	2,545	15	0.6
Rosebud	6,570	1,778	1,760	1,485	84.4	1,293	1,745	5	0.3
Sanders	6,983	2,217	2,210	1,995	90.3	1,555	2,210	15	0.7
Sheridan	6,674	1,932	1,925	1,835	95.3	1,700	1,925	...	..
Silver Bow	48,422	15,674	15,430	14,850	96.2	14,543	15,360	60	0.4
Stillwater	5,416	1,521	1,565	1,505	96.2	1,340	1,550	10	0.6
Sweet Grass	3,621	1,060	980	910	92.9	883	985	20	2.0
Teton	7,232	2,070	2,000	1,910	95.5	1,699	2,000	30	1.5
Toole	6,867	2,020	2,035	1,950	95.8	1,663	2,035	5	0.2
Treasure	1,402	388	390	350	89.7	300	385	...	..
Valley	11,353	3,267	3,185	3,095	97.2	3,528	3,175	...	..
Wheatland	3,187	971	925	900	97.3	780	930	15	1.6
Wibaux	1,907	520	520	505	97.1	486	520	25	4.8
Yellowstone	55,875	16,754	16,560	15,935	96.5	10,134	16,470	55	0.3
Yellowstone National Park (part)	58	14	15	15	100.0	12	15	...	..

UTAH

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Percent	RADIO: Radio Homes 1940	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Percent
The State	688,862	187,325	185,870	181,090	97.4	126,418	185,300	8,265	4.5
Urban and rural non-farm	608,242	169,334	167,645	163,425	97.5	109,014	167,120	7,860	4.7
Urban	449,855	127,523	126,155	123,775	98.1	76,243	125,780	6,795	5.4
Rural non-farm	158,387	41,811	41,490	39,650	95.6	32,771	41,340	1,065	2.6
Rural farm	80,620	18,491	18,225	17,665	96.9	17,404	18,180	405	2.2
S.M.A.									
Ogden (Weber City)	83,319	23,574	23,325	22,840	97.9	14,092	23,255	140	0.6
Ogden Urbanized Area	.....	.....	.....	.....	....	.....	.....	....	..
Salt Lake City (Salt Lake City)	274,895	78,377	77,485	75,940	98.0	52,972	77,265	7,130	9.2
Salt Lake City Urbanized Area	227,368	66,509	65,695	64,420	98.1	NA	65,520	6,085	9.3
URBAN PLACES									
Logan	16,832	4,828	4,865	4,815	99.0	3,021	4,840	25	0.5
Ogden	57,112	16,980	16,825	16,430	97.7	11,177	16,760	65	0.4
Provo	28,937	7,338	7,150	7,010	98.0	4,061	7,120	125	1.8
Salt Lake City	182,121	54,361	53,700	52,655	98.1	38,852	53,525	4,955	9.3
COUNTIES									
Beaver	4,856	1,377	1,375	1,320	96.0	1,050	1,375	....	..
Box Elder	19,734	5,208	5,285	5,205	98.5	4,134	5,265	25	0.5
Cache	33,536	9,124	9,290	9,160	98.6	6,981	9,265	65	0.7
Carbon	24,901	6,417	6,355	6,065	95.4	3,836	6,325	40	0.6
Daggett	364	102	95	95	100.0	76	80	....	..
Davis	30,867	7,937	7,870	7,720	98.1	3,503	7,850	175	2.2
Duchesne	8,134	1,950	1,945	1,835	94.3	1,467	1,940	10	0.5
Emery	6,304	1,633	1,620	1,515	93.5	1,341	1,615	15	0.9
Garfield	4,151	1,019	950	885	93.2	835	955	10	1.0
Grand	1,903	548	535	475	88.8	347	545	....	..
Iron	9,642	2,498	2,395	2,355	98.3	1,794	2,395	15	0.6
Juab	5,981	1,685	1,690	1,640	97.0	1,736	1,690	15	0.9
Kane	2,299	580	580	550	94.8	442	580	...	..
Millard	9,387	2,457	2,430	2,335	96.1	1,890	2,415	25	1.0
Morgan	2,519	680	665	655	98.5	576	665	....	..
Piute	1,911	495	475	465	97.9	436	475	....	..
Rich	1,673	455	440	440	100.0	468	440	....	..
Salt Lake	274,895	78,377	77,485	75,940	98.0	52,972	77,265	7,130	9.2
San Juan	5,315	1,126	1,065	670	62.9	405	1,045	30	2.9
Sanpete	13,891	13,864	3,916	3,765	96.1	3,620	3,820	35	0.9
Sevier	12,072	3,282	3,240	3,165	97.7	2,571	3,215	25	0.8
Summit	6,745	1,867	1,890	1,840	97.4	2,020	1,890	20	1.1
Tooele	14,636	3,904	3,940	3,805	96.6	2,120	3,925	40	1.0
Uintah	10,300	2,536	2,455	2,255	91.9	1,677	2,455	40	1.6
Utah	81,912	20,594	20,210	19,825	98.1	12,696	20,120	365	1.8
Wasatch	5,574	1,463	1,485	1,465	98.7	1,265	1,485	20	1.3
Washington	9,836	2,536	2,445	2,315	94.7	1,677	2,450	20	0.8
Wayne	2,205	525	505	490	97.0	391	505	5	1.0
Weber	83,319	23,574	22,325	22,840	97.9	14,092	23,255	140	0.6

NA—Not Available.

Statistics in adjacent tables are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 26 for Montana and No. 44 for Utah, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30¢ per copy.

Statistics on distribution of the population in Montana and Utah are presented in a final report of the 1950 Census of Population, Series P-A, Nos. 26 and 44 respectively, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Montana and Utah are presented in a final report of the 1950 Census of Population, Series P-B, Nos. 26 and 44 respectively, available from the Superintendent of Documents, at 35¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A standard metropolitan area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

XUM

MORE FILM TO TV

Seen in Justice Crackdown

TELEVISION station operators today were foreseeing new sources of film programming following government action last week to force motion picture producers to release 16mm feature films for video use.

Meanwhile, protests of injustice and surprise were heard from film producers as they went into anxious huddles with legal batteries.

Cause was a civil anti-trust complaint filed by the Dept. of Justice Tuesday in the Federal District Court of Los Angeles.

The complaint charges 12 motion picture producing and distributing firms with conspiracy to restrain interstate commerce in 16mm feature films (four or more reels) in violation of the Sherman Act.

'Reasonable Clearance Periods'

In the complaint, the government asks the court to enjoin the defendants from entering into any agreements protecting theatre owners from competition from exhibitions of 16mm feature films except that reasonable clearance periods between runs may be granted. What would be considered "reasonable clearance periods," the complaint did not specify.

In addition, the complaint also requests the court to enter an order directing each of the 12 defendants to grant unrestricted leases and licenses for the exhibition, including telecasting, of such feature films.

Regular motion picture houses use 35mm film. Nearly all of these same movies, when shown on TV, are reduced to 16mm for easier and less expensive handling.

Most 16mm feature films are made by the companies charged in the complaint. Permission to show these films is rarely granted until after several years have elapsed.

Named as Defendants

Those named as defendants were 20th Century-Fox Film Corp.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; Republic Pictures Corp.; Republic Productions Inc.; Columbia Pictures Corp.; Screen Gems Inc.; Universal Pictures Co. Inc.; United World Films Inc.; Films Inc., and Pictorial Films Inc. Neither Paramount Pictures Corp. nor Metro-Goldwyn-Mayer put their feature films onto 16mm widths, a Justice spokesman said.

In Hollywood, Herbert J. Yates, president, Republic Pictures, expressed surprise that his firm was named in the complaint.

Mr. Yates pointed out that Republic, for the past 12 months, has been making movies available to video through its wholly-owned subsidiary, Hollywood Television Service Inc. "We do not know of and have never been a party to any conspiracy to refuse to service pictures to television," he declared last Wednesday.

"We now have contracts with 75 television stations and we are serving approximately 40 markets out of the existing 63. We are making every effort to sell the other 23. These 40 markets serve approximately 85% of the potential TV audience," Mr. Yates continued.

The Republic executive added, "We cannot understand our being included in such a purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the true facts from us in this matter."

Abram F. Myers, general counsel and board chairman, Allied States Assn. of Motion Picture Exhibitors, reached at his office in Washington, said that the Attorney General apparently was trying "to play the role of Robin Hood and snatch profits of the movie exhibitors and give them to television." The association represents some 4,500 exhibitors in the East, South, Midwest and Southwest.

Mr. Myers charged that the complaint was "a perversion of anti-trust laws" which "destroys competition rather than fosters it, and is not in the public interest."

He leveled a counter charge against the Dept. of Justice saying that "It is a political move trying to erect a new industry on top of the ashes of an established one. It is like trying to give television a monopoly status," Mr. Myers declared.

He added that movie exhibitors cannot exist if the same pictures are offered free at home via video that are being offered in movie houses charging admission.

'Streetcar' Now Available

Theatre Owners of America Inc., a trade association of the larger motion picture theatres, is named as a co-conspirator but is not made a defendant.

For non-theatrical entertainment use, practically all major film firms do put their features onto 16mm film. For example, last week Warner Bros. announced that "Streetcar Named Desire" is now available on this width.

There is said to be a backlog of some 5,000 feature films on the 16mm width, although it was conceded that the majority would be outdated for TV use. It is believed, however, that as many as 2,000 of these features would be welcome additions to any station's program schedule.

Commenting on the complaint, Attorney General James P. McGranery said, "This suit is filed as part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what members of the general public may see on their television sets."

The government's action was generally welcomed in telecasting circles. Richard Doan, program director, WCBS-TV New York, told BROADCASTING • TELECASTING that no major studio has as yet made its films available for TV. Mr. Doan said, "We'd be delighted if this suit should result in giving us a chance to get some of these pictures."

Pressure of motion picture theatre operators, who fear TV competition, has been the main reason that major studios have withheld their features from television, Mr. Doan opined.

It was learned from West Coast sources that several producing companies would like to release many

(Continued on page 70)

TIME SALES

Network Drop in June

BROADCAST network (radio and TV) gross time sales in June totalled $26,257,813, a drop of 8.5% from the May combined gross of $28,697,813 according to figures released last week by Publishers Information Bureau. Compared to June 1951, when the radio and video networks sold $24,000,208 worth of time to advertisers, the June 1952 figure represents a 9.4% increase.

The four radio networks in June had gross time sales of $12,932,841, a decrease of 7.6% from the May gross of $13,996,126. In comparison to June 1951, this June's total is down 12.9%.

Combined TV network billings in June totalled $13,324,972, a decline of 9.4% from the $14,701,827 gross in May, but an increase of 45.7% over the June 1951 combined TV network time sales of $9,147,093.

It should be remembered that the dollar figures for the four radio networks are not strictly comparable in terms of actual revenue. On July 1, 1951, NBC and CBS put through 10% overall rate reductions which are reflected in the gross figures reported by PIB. ABC and MBS accomplished the same end by increased discounts which did not affect their one-time base rates and so are not reflected in the PIB figures.

Sales figures for June and the first six months, itemized by individual networks and with this year compared to last, follow:

* * *

Network Radio

	June 1952	June 1951	Jan.-June 1952	Jan.-June 1951
ABC	$ 3,001,314	$ 2,720,268	$19,403,716	$17,385,156
CBS	4,590,536	6,201,963	29,601,495	39,160,107
MBS	1,632,977	1,191,691	10,262,680	8,859,908
NBC	3,708,014	4,739,193	24,183,934	30,000,036
Total:	$12,932,841	$14,853,115	$83,451,825	$95,405,207

Network Radio Totals to Date

1952	ABC	CBS	MBS	NBC	Total
Jan.	$ 3,301,479	$ 5,161,397	$ 1,699,282	$ 4,357,353	$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3.355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,578*	1,821,571*	3,861,882	13,970,123*
June	3,001,314	4,590,536	1,632,977	3,708,014	12,932,841
Total:	$19,403,716	$29,601,495	$10,262,680	$24,183,934	$83,451,825

* * *

Network Television

ABC	$ 1,276,250	$ 1,437,593	$10,714,033	$ 8,378,853
CBS	5,385,820	2,900,782	32,451,094	17,069,328
DuMont	758,356	564,478	4,498,630	3,060,566
NBC	5,904,546	4,244,240	41,067,493	26,739,532
Total:	$13,324,972	$9,147,093	$88,731,250	$55,248,279

Network Television Totals to Date

1952	ABC	CBS	DuMONT	NBC	Total
Jan.	$ 2,020,461	$ 5,074,643	$ 717,148	$ 7,259,307	$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14.813.603
March	2,065,052	5,643,123	760,593	7,320,358	15.789.126
April	1,699,760	5,641,831	738,926	6,946,751	15.027.268
May	1,504,043*	5,602,634	775,063	6,822,982	14.704.722*
June	1,276,250	5,385,820	758,356	5,904,546	13.324.972
Total:	$10,714,033	$32,451,094	$ 4,498,630	$41,067,493	$88,731,250

* Revised as of July 22, 1952

IN REVIEW . . .

BY THE TIME this is read the hundreds of workers who made possible the television coverage of the Republican and Democratic conventions will, if network managements have any heart, be luxuriating at resorts of their choice, probably beyond range of either a politician's voice or a television signal.

They are entitled to sumptuous vacations.

There cannot be any doubt that at both conventions television so conclusively proved its usefulness that there should now be infinitely less difficulty in obtaining its admission to public events than has been encountered in the past. This achievement, however, would not have come about if television, which after all is only an instrument, had not been operated skillfully and with imagination.

The enormous intricacy of planning and carrying out the coverage of affairs that were not confined to a single location but dispersed in several places would have excused many blunders. It is testimony to the technical competence of the television staffs that, as far as this reviewer saw, of blunders there were amazingly few.

To say, however, that it was technically competent is to detract from the production. Indeed at times there was true photographic art on the television screen.

One series of shots during the demonstration for Vice President Barkley ranks with the best cinematography that this reviewer has ever seen emerge from the most elaborate Hollywood studio, and it must be emphasized that this was not a rehearsed picture but spontaneous coverage of a living event.

The shots were made in front of the speaker's stand. An endless parade of state placards bobbed by, in close-up on the screen. Among them, the viewer could catch glimpses of the Vice President smiling, occasionally waving to the crowd. Almost any still taken out of this series would be worth framing.

Though it would be hopeless to mention all the commentators and reporters who deserve favorable notice, a special word ought to be said for Walter Cronkite, the pivot man for CBS-TV, who, assigned to provide explanation of the goings-on, sometimes at challenging length, never fell into banalities—even when there was not very much to be said.

All the big mistakes at the Democratic convention were made by politicians who, apparently forgetting that the television audience was not composed of docile party hacks, orated far beyond the limits of the average man's interest, not to mention wakefulness. Possibly the greatest offender in this regard was Speaker of the House Sam Rayburn. Though this reviewer did not exactly time Mr. Rayburn's speech of Wednesday night, he estimates that it ran well into Thursday.

The entire broadcasting industry, and certainly the U. S. public, too, owes the convention coverage staffs a demonstration, complete with placards and brass bands.

"What Do You Mean What Program Am I Listening To?"

Herblock in *The Washington Post*

FRANK STANTON (l), CBS president, visits Edward R. Murrow, newsman, at CBS-TV's control studio "A" in the Chicago Amphitheatre during the Democratic convention. Westinghouse Electric Corp. sponsored CBS-AM-TV coverage.

Radio—Television Highlights Last Week in Chicago

DESPITE earlier misgivings, CBS expects to wind up its convention coverage with "a bit of profit" or at worst, "a wash deal." This view was expressed by Frank Stanton, CBS president, in Chicago Sunday (July 20) to counsel with his convention staff and inspect arrangements. He said that Westinghouse has expressed enthusiasm over results derived from its sponsorship of convention proceedings.

* * *

TELEVISION can add to misery of bald-headed men but one top-level Democrat deficient in the hair department—Rep. Sam Rayburn of Texas—got an assist from CBS-TV make-up experts for his appearances at the convention. House Speaker Rayburn — permanent chairman of the convention—learned that Amphitheatre lights would reflect off bald areas into TV cameras and create distortion. Accordingly, he decided to be guided by suggestion of CBS-TV experts.

* * *

SEN. ESTES KEFAUVER told an ABC-TV makeup man he never appears on video without makeup, but Sen. Richard Russell remarked that he would forego greasepaint inasmuch as no amount of it would improve his facial features or grow hair on his pate.

* * *

THE TELEPROMPTER, which originally had been ruled out for the Demos', after the GOP's had encountered two or three difficulties, moved back in, but in an entirely different setting. To avoid direct Zoomar pickups, the automatic pacing device was built into the speaker's stand, invisible to the audience. It's understood that keynoter Dever insisted upon its use. At the 11th hour Monday, prior to Gov. Dever's talk, a second TelePrompter was installed in front of the rostrum.

* * *

CAMERAS in Convention Hall showed no red lights, indicating they were in use. That was to outsmart the delegates and the audience, who learned the red light trick during the GOP Convention, and "mugged." It was at suggestion of CBS President Stanton that the red light "blackout" was instituted.

* * *

HILTON Hotel, headquarters for the convention in off-meeting hours, tapped broadcasters heavily with charges for AC lines and video cables. Radio men paid $25 for each alternate current line piped into a room, as the hotel proper has only DC current on which most broadcast equipment does not operate. They also paid $80 for hooking a TV set or monitor into the hotel's master antenna system.

* * *

JOSEPH KATZ, president of the advertising agency handling the Democratic Committee account, personally supervised the Convention Hall and Conrad Hilton Hotel displays, heading a staff of a dozen. His staff included John McHugh, senior vice president, Bob Swan, vice president and radio and television director, Harry Cullan, art head, and Lloyd Whitebrook, vice president in the New York office.

* * *

CHARLIE DAY, covering the conventions for WGAR Cleveland, and Cleveland's mayor, a delegate, came out of the corners shaking hands last week in a broadcast interview. The mayor neglected to show up for an air show with Mr. Day last November, at which time the newsman so informed the public and declared a 25-minute silence in his honor's honor.

* * *

TRIPLE-THREAT man in Chicago was Don Hirsch of Pittsburgh, attorney and national vice president of the American Federation of Radio Artists, who covered the proceedings for WJAS (CBS) Pittsburgh and the Pittsburgh *Press*. A political-news specialist, Mr. Hirsch fed a daily 15-minute live show to the station from WBBM (CBS) Chicago, getting page one radio mentions daily in the *Press*.

* * *

THEY'RE calling CBS-TV's Walter Cronkite "Paley's Comet," an accolade denoting his new stardom. Mr. Cronkite, former Moscow bureau chief of United Press, shepherded the network's video news operation as his first major broadcast assignment after working on the Washington staff for about a year.

* * *

JIM BORMANN, news director of WCCO Minneapolis and president of the National Assn. of Radio News Directors, was one of six radio-TV combination men to work on the conventions, and one of four to be called in by CBS network from its affiliated stations. Others included Rex Davis, KMOX St. Louis; Grant Holcomb, KNXT (TV) Los Angeles; Charles Ashley, WEEI Boston and Charles Shaw, WCAU Philadelphia. Mr. Bormann, getting his TV baptism in the fire of both conventions, made his first video appearance an hour after getting off the plane in Chicago. In the next three hours, he made three more—becoming a veteran by day's end.

* * *

WALTER J. BROWN, president and general manager, WORD Spartanburg, S. C., found himself in the unique position of being both correspondent and delegate to the Democratic convention. He participated in the decisions of the delegation, including the walk-out because of the Civil Rights plank, and then phoned or taped the stories to his station. He also covered the GOP convention.

* * *

WHILE many accolades were given radio and television, it took Mike DiSalle, former price administrator and now candidate for the Senate from Ohio, to deal in dollar practicalities. Addressing the convention on the explosive Credentials Com-

AT base of placard denoting the Keystone State is alternate Democratic delegate I. D. Wolf (l) KQV Pittsburgh, who greets former Sen. Francis Meyers (D-Pa.), delegation chairman, at Chicago.

* * *

mittee issue, he commented: "The price of television time being what it is, no candidate can afford to let an opportunity to get it free go by."

* * *

ON HAND, covering for WTIC Hartford, was Paul W. (Fritz) Morency, chairman of the Independent Network Affiliates Committee. He also covered the GOP proceedings. He was able to keep in close touch with the rate situation, since virtually all of the network brass was on hand in Chicago too, at both conventions.

* * *

ILLINOIS' harried governor, Adlai Stevenson, summed up his frustration during the convention opener Monday. Handed a microphone by a staffer of WIRL Peoria, and asked to "say something to the folks back home," Gov. Stevenson said simply, "Oh, how I wish I were *in* Peoria!"

* * *

ONLY broadcaster-delegate to address the convention as of late Thursday was Storm Whaley, general manager, KUOM Siloam Springs, Ark., who placed in nomination Sen. Fulbright, Arkansas' favorite son.

* * *

OKLAHOMA angles were explored radio-wise at both conventions by a crew of three from WKY Oklahoma City, Jack Lovell, chief engineer; Gene Dodson, administative assistant, and Grant Foster, announcer. The men fed three and four live shows daily from a suite at the headquarters hotel, leaving TV coverage to the networks for WKY-TV.

* * *

CONVENTION delegates included James C. Petrillo, president of the American Federation of Musicians, and R. E. O'Brien, general manager, KIUP Durango, Col.

* * *

AT LEAST one broadcaster—Sam R. Sague, president and general manager of WSRS Cleveland, Ohio —went on record with lavish praise for credentials job performed by D. Harold McGrath and Robert Menough, superintendents of Senate and House Radio-TV Correspondents Galleries, and their assistants, respectively. "Such creditable service should not go unrecognized in the radio world," Mr. Sague said. WSRS was one of handful of independents which actually originated broadcasts in Chicago.

* * *

MOST televised man in nation last week was J. Leonard Reinsch, managing director of the Cox Radio & Television Stations, on leave as consultant to the Democratic National Committee. Much as he tried to avoid the head-on zoomers, he was picked up in almost every rostrum shot, and to all intents was the production manager of the convention.

* * *

ELITE among the multitudes of engineers on hand was NBC's George McElrath, who occupied a premium position on the speaker's stand. As audio engineer for the Democratic National Committee, he checked sound levels and positions of five mikes on the rostrum for each speaker. Stand had two public address mikes and three for the networks. A small "peanut" mike was placed by the gavel soundingboard.

NBC standard mobile unit (l) is dwarfed by NBC's super-mobile unit, a "TV studio on wheels." The super-mobile truck has been transmitting pictures while rolling along Chicago streets during the Democratic convention.

* * *

JAMES C. PETRILLO, AFM pres-

(Continued on page 28)

LOCALS' COVERAGE Again Hits High Mark

THE NATION'S stations will breathe more easily this week, welcome back key news personnel and resume conventional programming, now that the big political nominating conventions are history.

Once again last week, independent and remote-minded outlets threw away their clocks and bent their energies to the public service task of keeping local listeners apprised of convention developments from the actual scene—Chicago's International Amphitheatre.

Coverage of the Democratic National Convention—broadcasting's second "C-Day" during July — proved just as comprehensive and thorough as that accorded the GOP parley [B•T, July 14]. Both radio and television stations pulled out the stops, limited only by their physical and equipment resources. Local commercial commitments again took a sound beating.

A number of radio-TV broadcasters were on hand for both conventions. At last week's Democratic conclave, WTIC Hartford was represented by Paul W. Morency, vice president and general manager, and Leonard J. Patricelli, program director. They phoned in late developments, especially on Connecticut delegate activities.

WLW Cincinnati's delegation of newsmen, officials and engineers flew in a chartered plane to Chicago to be on the scene for the convention. Group was met by other WLW staff members who prepared the Crosley station's 52 news commentaries and interview shows last week. WLW newsmen included Peter Grant, John Baker and Terry Flynn. WLWT (TV) took films of localized interest for use on various news programs, supplementing a schedule of daily telecasts.

COMPARING notes after DuMont TV Network's *Convention Roundup* are (l to r) Frank Caniff, New York *Journal-American;* James L. Caddigan, DTN director of programs and productions; William Randolph Hearst Jr., newspaper publisher, and David Lowe, DTN producer. Program was presented nightly during the convention in cooperation with the *Journal-American.*

WJR Detroit newsmen reported on all regular news programs by direct cut-in from Chicago. They teamed with CBS newsmen to give a rounded picture of proceedings and developments. Station's mobile studio also was pressed into action. WJR staff included George Cushing, Jack White, Joe Hainline and Blanche Parent Wise.

Denver heralded the advent of TV by jamming exhibition rooms of the Shirley Savoy Hotel to see closed circuit telecasts put on by KLZ and KOA who cooperated with 17 leading set distributors to place the receivers. Event also was held during the GOP meet. In addition, KFEL-TV, the nation's newest TV outlet, carried dedicatory convention activities on Channel 2.

WBAL-AM-TV Baltimore had *News-Post* reporters take films and fly them to the station for use last week. Daily comments by Lou Azrael, newspaper columnist, were phoned from Chicago and recorded for use on radio.

WAAM (TV) Baltimore used "off-the-air" pictures as slides to summarize the convention. John A. Kelly Jr., staff photographer, took still pictures which were developed and printed as 35mm slides.

WWDC-AM-FM Washington claimed complete coverage through MBS of the Democratic convention, bridging a close schedule of baseball games and other features to do it. WWDC-FM, Transit Radio outlet, gave at least three newscasts per hour and ballot counts every four minutes during the nomination proceedings.

WASH-FM Washington took a half-page ad to announce 150,000 FM sets in the metropolitan area

(Continued on page 30)

Locals' Coverage

(Continued from page 29)

and to plug full coverage of the convention.

WPIX (TV) New York originated its *City Hall* program directly from Chicago last Tuesday as James Farley presided over a panel of political experts. Telecast emanated from studios of WGN Chicago and was last of a special two-program series sponsored by Vim Stores of New York.

WLAG LaGrange, Ga., claimed coverage by one of the youngest correspondents at the convention—18-year-old Joel Lynch—who tape-recorded interviews for station's daily use. Young Lynch was one of the local winners of the annual "I Speak for Democracy" contest.

Literally Moved Station

WSRS Cleveland, Ohio, claims it literally moved its station facilities to Chicago for both conventions. Besides its radio and master control booths, WSRS maintained two broadcast origination points within the Amphitheatre, plus five line outlets in the Conrad Hilton Hotel. Top station personnel, headed by President and General Manager Sam Sague, aired newscasts via direct line from Chicago's Maryland Hotel. Interviews also were included by the station, which operates 24 hours a day.

WCUM Cumberland, Md., a 250 w station, sent three correspondents—Bill Criswell, El Steinmann and Mal Campbell—to the convention last week. Claiming to be one of the smallest stations to cover both political conclaves, WCUM reported by telephone and tape recording.

WRAC PROTESTS

Rival Station Transfer

WRAC Racine, Wis., filed a formal petition with FCC last Tuesday protesting the proposed transfer of control of WRJN-AM-FM Racine to the Journal-Times Co., publisher of the *Racine Journal-Times* "in the light of the monopolistic conduct" of the newspaper.

Racine Broadcasting Co., licensee of WRJN, in June [B•T, June 23] applied for transfer of control of the station from the First National Bank & Trust Co. of Racine, as executor under the will of Frank R. Starbuck, deceased, and Harry R. LePoidevin, to the Journal-Times Co., by transferring 197 of 200 shares for $157,600.

WRAC Inc., WRAC licensee, previously had made informal protest of the proposed transfer, and asked for an FCC hearing, charging monopoly. WRAC alleges that WRJN and the newspaper have been under common management, although separately owned. WRAC further asserts the newspaper has discriminated against its program log listings. WRJN and the newspaper have denied the charges [B•T, July 21].

DEMOCRATIC convention credentials go to Kit Fox, Crosley stations special broadcast services director, from (l to r) Robert M. Menaugh, House radio gallery superintendent; D. Harold McGrath, Senate gallery superintendent, and Con. J. D'Andrea, his assistant.

HORSE RACING

Community Says Airing Is in Public Interest

MAINTAINING that the information it broadcasts on horse racing is in the public interest, Community Broadcasting Service Inc., licensee of WWBZ Vineland, N. J., last week petitioned FCC for reconsideration and grant of license renewal without a hearing.

The station, which was cited with 15 others last February [B•T, March 3] by the FCC for carrying horse racing news programs, has been put on temporary license by the Commission. Attorneys for WWBZ are P. W. Seward and A. L. Stein, Washington.

WWBZ has continued broadcasting its horse racing results despite being put on temporary license.

The petition stated that WWBZ asked listeners to write whether they felt broadcasts of sports news and racing information were in the public interest and that of 363 replies, only six writers felt they were not. It cited letters from the chiefs of police of Vineland and the township of Landis, N. J., praising WWBZ's community work and absolving the station from any connection with illegal gambling interests.

Entries Not Broadcast

The station said it does not broadcast entries, probable jockeys, jockey changes, winning jockeys, weights, selections, next post time, time of race, results in code, running accounts of races or pre-race betting odds. Broadcasts are made only of scratches "available at local newsstands at least two hours before our broadcasts," of "off times" at least 15 minutes afterward, track and weather conditions with scratches, and mutuels or prices "at least 15 minutes after race," with race and post positions results at the same time.

Answering other issues in the FCC citation, WWBZ said its source of horse racing information is the United Press teletype service, "the same sports service that is used by newspapers." It said its sponsors have nothing to do with the handling of broadcasts or of their contents.

WWBZ has not dealt or discussed with other stations the methods of handling racing information except to ask "for their views and possible clarification of orders issued by the FCC," the petition said.

It itemized rules laid down for station announcers handling sports and horse racing news which minimize the latter and caution against giving away information which could be used by illegal gambling interests.

WWBZ said it devotes only 13 to 15 minutes to racing news between 1:30 p.m. and 5:45 p.m. daily and that more time is given to baseball scores. It cited other programs and public service programs and announcements which it said take up most of its schedule.

WWBZ, the petition stated, "is located in an area where many and diverse sports events take place and almost everyone takes an unusual interest in sports. . . . Only a small amount of time during this program is devoted to news of horse racing."

POLITICAL PEEKABOO

Played by ABC Newsman

ABC scored a unique television scoop on the opening day of the convention. Newsman Martin Agronsky, who moved around the convention hall with ball-bearing speed, maneuvered exclusive shots of the Louisiana caucus behind doors as members discussed the proposed loyalty amendment.

Mr. Agronsky found an obscure crack in the doorkeeper's room at the hall, commandeered six engineers and a studio camera and had his crew push the lens through the over-size crack. The wide-angle lens was opened after it went into the room so that the sweep was enlarged.

Although there was no audio available, Mr. Agronsky kept up a commentary on possible pro and con positions of the delegates, and also explained how the camera had been smuggled in.

STEEL STRIKE

Ludy Says Radio Ignored

ALLEGED discrimination against radio by the steel companies was the subject of vehement protests at a recent meeting of the Kansas Assn. of Radio Broadcasters in Wichita.

In a July 17 letter to NARTB President Fellows, Ben Ludy, KARB president, filed a formal protest against the "discriminate action of the steel industry in behalf of newspapers as a media over radio." This was in reference to the newspaper advertising undertaken by the steel companies to explain their side of the labor controversy which was terminated last Thursday.

"Contrariwise," said Mr. Ludy, "the radio industry, through the press services as well as by public relations operators for the steel industry, was bombarded with news stories in behalf of the steel industry."

Mr. Ludy also pointed out that the major networks "were most generous in allotting time to both sides in the steel controversy—management as well as labor."

School FM Funds

TO PROVIDE practical training for students in radio and television at Edison Technical School, the Seattle Public School Board has authorized a budget of $10,000 for the first year's operation of an FM station. The funds would cover equipment and personnel. An application has not been filed with FCC, school officials said, and it is expected that the next few months will be devoted to getting ready for the broadcast operation, including the purchase of used equipment.

J. Lester Gasser

J. LESTER GASSER, 43, controller and assistant treasurer of Stromberg-Carlson Co., Rochester, N. Y., and Treasurer of Stromberg-Carlson Co. Ltd. of Toronto, died suddenly of a heart attack last Tuesday while on a Lake Ontario fishing trip. Mr. Gasser was first affiliated with Stromberg-Carlson's cost department in 1929, and his association with the Canadian branch began in 1944. He is survived by his wife, Marion; a son, a daughter, his parents a brother and two sisters.

Harrington on WNEW

BILL HARRINGTON, vocalist, on Aug. 11 fills the 12-1 p.m. EDT period on WNEW New York. He replaces Bob Haymes who was released by that station to join WCBS New York in an unusual deal in which his two-year contract was sold to WNEW. Bill Kaland, WNEW program director, is preparing a format for Mr. Harrington in which all of his talents—singing, piano and accordion playing—will be utilized.

XUM

Like goes with blondes...

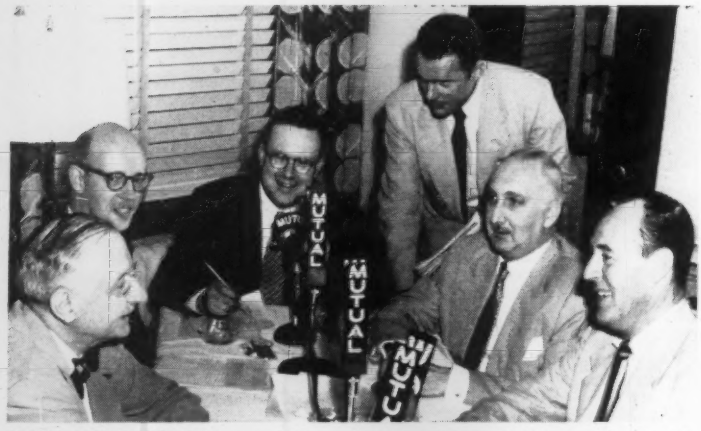
Successful advertising goes with W-I-T-H just like peroxide goes with blondes! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



"FIVE MEN REPORT" team of Mutual commentators at Chicago Democratic convention, sponsored by S. C. Johnson & Son, Racine, Wis., are (reading clockwise from left), H. R. Baukhage, Frank Singiser, Francis Coughlin, producer Hugh Seiler, Cecil Brown and Holland Engle.

* * *

The Democrats' Goldfish Bowl

(Continued from page 23)

newsmen concentrated on material of interest to the home viewer. Generally speaking, networks cut down on commentary last week, picking up more meaningful shots with TV action showing in movement what the viewer wanted to see instead of hear about.

Film also played a more dominant role last week, with NBC, for example, sending out crews to get TV fill-in material. It quickly processed its own film for insertion into the schedule when floor activity was at a standstill.

Film was shown by several local stations, all of the networks and by allied interests, among which was the Hearst newspaper chain. Sumner Collins, promotion manager of the New York *Journal-American*, set up a film studio in the headquarters hotel and shot 11 quarter-hours each morning, one for each of 11 TV stations. They were KGO-TV and KPIX (TV) San Francisco; KNBH (TV) and KECA-TV Los Angeles; KING-TV Seattle; WDTV (TV) Pittsburgh; WBAL-TV Baltimore; WABD (TV) New York; WJBK-TV Detroit; KEYL-TV San Antonio, and WRGB (TV) Schenectady. Newsreels were filmed with strictly local angles, processed by Hearst and air-mailed to the stations. (Also see station coverage story, page 29.)

Everyone involved in convention happenings seemed to be more familiar with the broadcast media, and TV especially, than those at the GOP convention. Newsmen had survived a harrowing trial run, technicans knew the demands which would be made of their equipment.

Delegates seemed a bit more restrained in their behavior, probably as a result of seeing their GOP counterparts and also because of numerous broadsides and lectures given them on the subject. As they took their seats, they found a printed piece apprising them of the fact that they would be on TV and should conduct themselves accordingly.

Mayor David L. Lawrence of Pittsburgh, leader in the Pennsylvania delegation, chose TV as the leading topic in a pre-convention caucus Sunday night. Reminding his delegates of the spectacle "some had made of themselves at the convention," perhaps a reference to Pennsylvania Gov. Fine (R), he warned his colleagues, "remember you're on stage, and the eyes of the country are on you."

"Your neighbors are looking at you, and they'll see whether or not you're there," he said, advising them to attend all sessions and to be prompt. He referred to the GOP speech made by Rep. Joe Martin. "What he says at any time is important, yet as he spoke I saw Gov. Dewey walking around the Convention Hall and even leaving it. He applauded vigorously, but he didn't hear a word Martin said—and the whole country saw that."

Politicians showed an increasing amount of TV savvy as the hours lumbered on. Most of the speakers last week, unlike their GOP predecessors, directed their words to the general radio and TV audiences as well as to delegates. Several made specific references to the size of the TV audience and the costliness of the medium.

Vice President Alben Barkley, speaking Wednesday night said TV and radio will have a more profound effect on the November "verdict" than they did in 1948. He told his audience there were one million TV sets operating four years ago, with about 4 million in the convention viewing audience. There are 17 million sets today, he said, and a potential of between 75 and 90 million viewers.

"We can get our message before the American people" through television, he said, "and the people will respond."

Permanent Chairman Sam Rayburn, speaking Thursday, admonished delegates who were rambunctiously shooting balloons all over the hall, saying they should be controlled and kept low so the speaker would not be blocked from the camera. Democratic monitors checking TV pickups kept a constant telephone communication with the platform, advising officials when placards were obscuring a face or when movement behind the speaker was excessive.

Professional observers at the convention, as well as home viewers, complained to the committee there was too much "business" on the rostrum behind the speaker on opening day—a loud and long complaint about GOP meetings. Although rules had been issued by the Democratic Committee to keep the platform clear, a depth of focus on the two pool cameras facing the speaker's stand shot some 50 feet behind the speaker, picking up traffic at a stairway leading in. The committee erected a large wooden screen which effectively blocked movement from camera range.

The head-on cameras, new to this convention, enabled the viewer to establish a more personal relationship with the speaker. In addition, the feeling of intimacy was retained.

The teleprompter, which was banned by the National Committee as an official TV aid because it showed up on camera during the last session and obtruded too much with the viewer, was introduced at the request of individuals, among whom were keynoter Dever and Permanent Chairman Rayburn. Both men used two teleprompters, one in front and to each side, so the speaker's head could be moved naturally in a semicircle sweeping both sides of the hall.

Human interest and news activity on the convention floor was spotlighted by newsmen with walkie-talkies, walkie-lookies and microphones. The NBC walkie-talkie men flashed a small hand light into the control booth high above the floor to mark more readily the camera pick-up spot. Delegates and alternates, attracted by the magnetism of TV, invariably crowded around the interview group, mugging, waving banners, hands and hats and shoving for preferred positions.

These same hustle tactics were seen outside the hall whenever cameras were switched on, so that technicians used the strategy of turning on the bright video lights only at the last minute to attract the fewest onlookers. GOP conventioneers learned rapidly that the camera to wave into was the one with red lights, so that the "on" lights were blacked-out this time.

The National Committee, with the aid of broadcast professionals, showed a better sense of TV showmanship and planning. Shooting scripts were provided the networks before each session, with timing split-second, in theory, as all major speeches and proceedings were rehearsed the previous weekend.

Despite good intentions to better the GOP conventioneering methods, the Democrats floundered in attempts to shorten the speeches, liven up the schedule and get started on time.

The on-the-spot full-text coverage provided by radio—and to perfection by television—put newspaper and magazine reporters in the unique position of relying on color and background material rather than straight facts for their copy. The news per se was no longer news to many readers by the time they receive their newspaper, so that some journalists were instructed to de-emphasize the strictly factual and to handle the whys and wherefors.

Among these so instructed were the Scripps-Howard staffers, who were advised to carefully note TV.

"We face a new problem," Dick Thornburg, managing editor of S-H Newspaper Alliance, said in a memo. "For the first time a great

(Continued on page 34)

Battle Cry by BMI

NEW DEMOCRATIC fighting, anti-Republican campaign song introduced Wednesday night at the Chicago convention, titled, "Don't Let Them Take It Away," was written by two Broadcast Music Inc. writers—Bob Sour and Bernie Wayne—at the suggestion of J. Leonard Reinsch, Democrats' TV consultant at the convention and a BMI board member, who asked them to write a new tune.

* * *

CONFERRING on broadcast problems in Chicago during the conventions are these Crosley Broadcasting Corp. executives (l to r): John Murphy, vice president in charge of TV; James D. Shouse, board chairman; Gil Kingsbury, administrative assistant to the president, and William Robinson, vice president in charge of programming for WLW Cincinnati.

For Best Results in . . .

AKRON OHIO

WCUE

$3000

worth of merchandise SOLD with

$20

worth of WCUE spots!

The advertiser sold $3000 worth of merchandise . . . as a *direct result* of $20 worth of spots on WCUE.* The item was advertised *exclusively* on WCUE . . . no other form of advertising was used anywhere. Listeners went to the store and asked for the item *by name* . . . to the tune of $3000 worth of business on that one item alone. Yes, WCUE chalks up results for its advertisers. Put WCUE, Akron's only independent and fastest-growing radio station, on your schedule . . . for *saturation* . . . for *low-cost-per-thousand* . . . for *direct results.*

* The advertiser's letter showing these results is in the WCUE files . . . a copy will be sent to you on request.

One of Ohio's Outstanding Independent Stations

SEE YOUR *FORJOE* MAN FOR DETAILS.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

IN 1951
31,573* RADIOS** WERE SOLD IN THE 28 COUNTY RADIO STATION WSAZ BMB COVERAGE AREA

★ RADIO-TV. MFRS. ASSN., 1951
★★ DOES NOT INCLUDE AUTO RADIOS

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

TWO sponsors of radio-TV coverage, Westinghouse and Philco, also aired public interest messages at both Chicago conventions. Here reviewing material are (l to r) Lansing B. Lindquist, radio-TV director, Ketchum, MacLeod & Grove Inc.; Sig Mickelson, CBS-TV special events director, and Robert M. Fichter, sales promotion director, Consumer Products Div., Westinghouse Electric Corp.

The Democrats' Goldfish Bowl

(Continued from page 32)

proportion of our readers are going to see the convention sessions on TV. We had some TV in 1948. But this year the audience has been estimated as high as 55 million. It might not run that high, of course, but undoubtedly there will be a lot of our readers watching the floor proceedings."

For these reasons, he advised reporters to "provide more interpretative material, more than at any time in the past. Why did Joe Blow make that kind of a speech?"

He also asked for "forward looking stories, telling the reader what to expect that evening on TV, telling what happened in the back rooms and caucuses that the TV reviewer did not see."

The networks anticipated the newspaper executive's advice, and almost every on or off the record caucus was covered somehow by a broadcasting commentator.

Network representatives say almost unanimously they didn't make a profit on the conventions. ABC seems to have gone into the red with its Admiral contract, which reportedly got for the sponsor gavel-to-gavel coverage at a cost of only 20 hours per week. Inasmuch as ABC-TV coverage during the first convention ran to 70 hours, the 50-hour difference costwise would presumably be borne by ABC.

Many costs late last week were not even in the estimate stage. All were high. CBS, for example, planned to expend $50,000 to move, assemble, install, diassemble and return to New York its $1 million worth of pool TV equipment. Twelve CBS men planned to remain in Chicago five days after the convention to prepare the equipment for return to New York in eight trucks and a station wagon.

Admiral Corp. was picked to point out that its use of time periods for commercials during the GOP conventions was far below the six minutes-per-hour allowed under the broadcast industry's code. While no statement was forthcoming on the Democratic meet, the company had indicated that it would follow the same policy.

Convention Highlights

(Continued from page 29)

ident, who's beginning to act up again after months of quiescence, put on his own little side-show during ovation given retiring Vice President Barkley Wednesday night. He picked up a fiddle and bow (although his alleged instrument is trumpet) and led amphitheatre orchestra. He was delegate from Illinois.

* * *

ACTIVE in party councils in Chicago last week was Morris Novik, principal owner of WLIB New York, and radio-TV consultant to AFL and advisor to Sen. Hubert Humphrey, Walter Reuther, president of UAW-CIO, and Sen. Herbert Lehman. He worked closely also with Stevenson group. Doubling in brass, Mr. Novik made taped interviews with members of New York delegation for broadcast over WLIB, all largely on civil rights issue.

* * *

DEMOCRATS, who monitored all GOP broadcasts and telecasts from station maintained at Chicago's Conrad Hilton, showed no partiality by monitoring their own convention, too—but for different reasons. Direct telephone line was maintained from platform in Amphitheatre to hotel monitoring room so that bad pickups could be corrected. Platform also kept abreast of downtown activities covered by networks in that manner.

RADIO-TV PLANK

Was Suggested by NCAB

RESOLUTION urging the Democrats to "reaffirm their convictions that radio (and television) shall be accorded all of the privileges traditionally granted the press" was adopted by the North Carolina Assn. of Broadcasters and distributed to that state's delegation at the Democratic National Convention.

The resolution was adopted by NCAB at a meeting of member stations at Nag's Head June 18, and also telegraphed to North Carolina GOP delegates during the Republican National Convention. Jack Younts, WEEB Southern Pines, N. C. and NCAB executive secretary-treasurer, cited it as an example "of a state association keeping its state officials informed."

Neither the Democrats nor the Republicans, however, included radio or television in their respective party platforms. Text of the resolution:

Whereas, both the Senate and House of the United States Congress, through independent and arbitrary edicts, have excluded the microphone, the wire or tape recorder, and the television camera from Congressional hearings, and whereas, this action discriminates against the broadcast media in the field of newsgathering, since these electronic methods of "reporting" are the counterpart of the pencil and paper in the hands of the reporter for the printed media; and whereas, freedom of radio has been recognized on a parity with freedom of the press by Federal, State and local Governments, consistent with the intent of the Founding Fathers in the writing of the Bill of Rights,

Therefore, be it resolved that the North Carolina Association of Broadcasters, in semi-annual convention assembled, petition their delegations to the Republican and Democratic National Conventions to be held in Chicago in July, to importune the respective Platform Committees of these parties, to reaffirm their convictions that radio (and television) shall be accorded all of the privileges traditionally granted the press, in recognition of these electronic media as faithful reporters of events as they occur, the accuracy of which therefore cannot be questioned.

LISTENER CHECK

KAVL Gauges Set Coverage

PORTABLE power supply, consisting of a storage battery and converter, which he has tuned to 1796 kc and placed in his car, has enabled Herb Comstock, manager of KAVL Lancaster, Calif., to determine the number of radio sets tuned to his station.

Based on the fact that every radio receiver has an oscillator stage which emits a signal similar to that of a transmitter and is tuned to 456 kc higher than any frequency desired, Mr. Comstock added that figure to 1340 kc, KAVL's frequency.

XUM

Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and . . . .

. . . . One of America's Great Independent Radio Stations

WEMP delivers more listeners per dollar—morning, afternoon, and evening—than any other station in Milwaukee.*

Nationally, WEMP is first mornings, second afternoons, and second nights, among all independent stations in cities of 500,000 or more.†

Advertisers who have been disappointed by "will-o-the-wisp audiences" are turning to WEMP where they can be sure of program stability, and ratings to match.

Yes, for $100, $200 per week or more, WEMP delivers 2 to 3½ times the audience of any Milwaukee network station.

Ask Headley-Reed for the complete facts, or call WEMP, today.

*Source: Dec.-Apr., 1952 Hooperatings.

†Hooper Radio Audience Indexes—Unaffiliated Stations, March-April 1952.

WEMP 1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS

NORMAN ROSS WAKES CHICAGO IN CLASSICAL STYLE:

NORTH WESTERN'S '400 HOUR'

A PIXIE'S peekaboo approach to classical music alternately lulls and startles sleep-clad Chicagoans as they start their daily run-to-work routine. Norman Ross, the pied piper who for no good reason is called "Uncle Normie" on the adult *400 Hour*, has begun his 16th year for the Chicago & North Western Railway in traditional Ross fashion—with tongue in cheek.

The North Western, Chicago's oldest railroad which celebrated its centennial in 1948, has used the unorthodox combination of irreverence and regard for classical compositions on WMAQ (NBC) since 1936. Its *400 Hour* has opened up early-morning programming, won the good will of employers by getting workers to the office on time, acquainted thousands with the works of "Pete" Tschaikovsky and "Dick" Wagner, and set a record for classical music radio audiences. The Caples agency, which has handled the C&NW account for 30 years, claims the show gets 25% more listeners than any other classical music program at any time on any station.

Radio, and "Uncle Normie", have sold such well-defined intangibles as good will, fast travel, prestige and general excellence of C&NW service. In the realm of specifics, broadcasting has sold local suburban passenger service, regional and national travel and tours. It also has sold freight service, the bread and butter of any railroad. "Sales results are the most difficult to trace in freight business, but in this we think our show has had 'substantial success,'" according to Don Powers, vice president in charge of the Caples agency's Chicago office.

The *400 Hour*, aired 7-7:55 a.m. Mon.-Fri. since 1949, before which it was on a six-a-week schedule, was named in 1936 for the railroad's new fleet of streamlined diesel trains which sped to the Twin Cities in 400 minutes. At that time, this was the fastest long-distance train in the world.

The connotation of luxury and exclusivity attached to the 400 name has been balanced with spoofing, unobtrusive clowning and downright indolence by the emcee. He uses the same technique in delivering adlib commercials, snide weather reports or a bawling-out to himself for being late. Mr. Powers, who has overall charge of the account, and R. A. Hansen, account executive, used to have a major job supplying "Uncle Normie" with workable alarm clocks. Tardiness, for the *400 Hour* at least, vanished as Mr. Ross began another show which goes on the air at 6 a.m.

The C&NW show has what the agency terms a "magazine approach," in which the objective is to entertain all listeners to some degree but satisfy none completely, thus reaching the broadest audience possible. Analysis of audience mail has disclosed that "a very large segment does not like popular music, or not in the morning, anyway. The group that likes serious selections is subdivided into heavy, middle and semi-classical. Some, however, don't like music at all. But they love Ross."

* * *

Mr. Ross reciprocates, sharing with his audience comments on how lousy his studio coffee is that morning, what sponsors are made of, and why he doesn't like a clang of cymbals at that early hour. The antithesis of Milton Cross, Norman Ross "is the average man who doesn't like music and pokes fun at it. He can take it or leave it, but sometimes offends staunch music enthusiasts with his violent likes and dislikes. They don't turn the dial, though," says one agency man.

Proof of his popularity is positive to everyone involved in the production, most of all to the WMAQ mailroom workers. One morning, after the NBC vice president in Chicago told him his humor wasn't funny, Mr. Ross asked his listeners to write the vice president if they disagreed. The executive's business mail was tied up three days in the avalanche of 6,000 fan letters favoring Mr. Ross.

Another time, he sold out issues of the *Saturday Evening Post* on almost every newsstand by mentioning that his picture was on page 59, and that he'd developed an aversion to the violin and bought a new fur coat. Listeners besieged the station for two days after they saw a picture of an ape smashing a fiddle.

In 1945, when early-morning ratings were unhead of, Mr. Ross proved "distribution" in 36 states with a mail response of 34,000—a station record, despite the fact that there was no giveaway and no charity appeal. The mail, to the sponsor's delight, was concentrated in areas through which the railroad operates. Letters came from sponsors of other radio programs, the president of a competing railroad, priests, and manufacturing and advertising executives, all regular listeners. Three years later, after a casual mention that the format might be changed to include popular music, listeners sent in 60,000 letters of protest.

"Uncle Normie" has been on the show since it took the air, and in radio since 1930. A former newspaper and publicity man, he at one time held 72 world swimming records, more than any one before or since. Since 1917, when he was a fighter pilot in World War I, he has flown 7,000 hours. Mr. Ross is now heard 16 hours and 40 minutes weekly on WMAQ, interspersing his work there with freelance jobs on other stations. He bolsters the entire WMAQ morning schedule, with four shows daily before noon.

A major element in *400 Hour* commercials these days is the tour, either the weekend or vacation variety, which ranges in cost from $7 to $700. Client representatives Francis V. Koval, assistant to the president of the C&NW, and R. P. Schaffer, advertising manager, believe the emcee does an especially good job in selling tours to unmarried office girls, "the best prospects," who dote on "Uncle Normie."

* * *

The company executives are interested in TV, too, but have no immediate plans to use the medium until the right program type, time of day and personality are found. The railroad pioneered in the use of TV in 1947, when it sponsored a half-hour live interview show once weekly from its main depot in conjunction with the Union Pacific, selling transportation to the West Coast.

"Uncle Normie," although he shares the general enthusiasm for television, at this point doesn't want any part of it. He can't drink coffee on a TV show, too many people give him orders and he and the engineer wouldn't have time to read comic books.

* * *

UNCLE NORMIE, whose momentarily serious mood is set off by black-rimmed glasses, chats before the mike with one of his bosses, R. P. Schaffer, advertising manager of the Chicago & North Western Railway. Two more "bosses" in the back are (l to r): Harry C. Kopf, NBC Central Division vice president, and Don Powers, vice president of the Caples agency in charge of the Chicago office.

XUM

"You bring good will to the druggist, and I thank you for the advertising you have given me over your station."

"Keep up the good work and we will double our sales of Dolcin."

"A generous, fine service to members."

"Your program gives the store a friendly atmosphere, and that is one of the musts of a successful business."

ARE DRUGGISTS PRAISING YOUR PROMOTION ACTIVITY

with comments like these?

"Several favorable comments on your program. Sales have done very well."

"Response is really terrific. Hope you have this program forever."

"The finest thing ever done in advertising for the independent druggist."

"A splendid public relations medium for pharmacy."

"Appreciate very much the cooperation you are giving us."

"No program in our field has brought so many favorable comments."

"Surprised how many additional sales we make through your Feature Drugs display stand."

"You are doing a grand job for us as well as the other druggists. We've had a terrific demand for Shadow Wave."

"This program is really clicking. The personnel are all on their toes. The merchandise is always displayed and the public sees it and asks for it."

"A mutually beneficial plan."

"Keep us informed on just what products you are going to plug, so that we can keep them on display."

"Very beneficial. Customers have mentioned the program. Mennen's Skin Bracer has shown considerable increase in sales, as well as Chlorodent Tooth Paste. Not to mention amazing sale of Charles Antell."

"Your program serves a great purpose. It brings people into the drug stores for these products and others."

"The idea is very good. I'm sure it is paying off."

"The show is doing very well. We appreciate the help."

"Keep up the good work."

"It has increased demand for larger size merchandise."

"Have had more comments from this program than from any other form of advertising. Very pleased."

They will if you use

'FEATURE DRUGS'

"FEATURE DRUGS" is the unique plan developed by Westinghouse for localized advertising-plus-merchandising support in the drug field. It is now doing a spectacular sales job for drug manufacturers in two of the nation's biggest markets, Philadelphia and Boston. And it is getting unprecedented response from druggists in these areas!

With "Feature Drugs" you get point-of-sale contacts handled by a group of experienced drug merchandisers. You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, visibility, shelf positions, rate of sale, competitive situations. You get millions of impressions on a loyal and assured audience. For details, check KYW, WBZ or Free & Peters!

WESTINGHOUSE

RADIO STATIONS INC

WBZ • WBZA • KYW • KDKA • WOWO
KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

OPERATOR RULES Additional Comments at FCC

AS COMMENTS—mostly protests—continue to flood FCC respecting the NARTB proposal to relax operator rule requirements and to permit remote operation of some stations under certain conditions [B•T, June 30, 9], FCC last week granted one station's request for relief and denied the petition of another.

WGAT Utica, N. Y., until it is able to secure first class operators, was authorized to sign off at 8 p.m. The waiver is good for 90 days. WGAT is a fulltime outlet on 1310 kc with 1 kw day and 500 w night, directional at night.

KRAI Craig, Col., a 250 w fulltime outlet on 1230 kc, was denied waiver of Sec. 1.334 (c) (4) of the Commission's rules to permit operation of the station with lesser grade operators than required by the rules, although a person holding a first class license is not employed full time at the station. FCC ordered KRAI to continue operation under the supervision of at least one first class technician pursuant to Sec. 1.334.

Comments Are in Opposition

The rule allows temporary operation of a station up to 120 days without a first class operator at the transmitter but a first class technician must be employed full time and be on call to handle equipment failures.

By far the majority of comments filed with FCC respecting the NARTB proposal are from engineers and are in opposition to the relaxation. In short, they contend there is no shortage of qualified first class engineers but there is a shortage of such men who are willing to work for "less than a day laborer's wages." Instead, they ask for tightening of technical operator requirements and technical regulations.

Station owners and managers, on the other hand, charge that because of the shortage of engineers, they must bid higher and higher for technical help, thus diverting a disproportionate amount of their operating budget to engineering. Claiming modern equipment is stable and easy to operate and maintain, the station owners contend that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and service to the community.

FCC has set August 4 as deadline for comments on the proposal, based upon a petition by NARTB. Specifically, the proposed rules changes provide: (1) Persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

In its notice setting forth the proposals and calling for comments, FCC outlined a number of questions about technical operation and practice on which it wished information. Two of the questions touch on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals).

In its petition for waiver of Sec. 1.334 for 120 days, KRAI recited lengthy but unsuccessful efforts to acquire first class operators. In denying the request, FCC noted that George Cory, KRAI general manager, holds a first class operator's license and hence there is no reason to grant the waiver.

Among comments favoring the proposed changes are those of Hugh O. Potter, manager of WOMI Owensboro, Ky., who also is secretary-treasurer of the Kentucky Broadcasters Assn. KBA already is on record supporting the changes.

Mr. Potter said he realized that if his points made in his letter to the Commission were accepted it "will lessen the 'social security' value of my first class license." Briefly, his points were that there's nothing an operator does that requires "significant technical training when operating either standard or FM . . . transmitters" unless trouble develops.

"Actually, there is so little trouble in modern transmitters that few first class license holders gain enough experience in making repairs to become expert," Mr. Potter said. He suggested employment of one such expert "would probably provide many stations with as much or more protection . . . as they now have with all operators of first class grade."

Could Do Preliminaries

He said that restricted or third class operators could do the preliminaries in case of transmitter failures with the repair or maintenance men called immediately, and that he did not think the lesser graded operator would have any more trouble handling controls or reading meters than the first class operator. "Intelligence and care with which the operator works determines his safety rather than the class of license he has," Mr. Potter said.

James C. Wulliman, chief engineer of WCNB-AM-FM Connersville, Ind., told FCC "we believe that the requirement that a first class operator be on duty all the time is outmoded by present day equipment; however, to allow full time operation by restricted operators would lower the standards far too much."

Mr. Wulliman warned of "little possibility that the money saved on engineering would be used to improve programming, that is not the history of small station operation." He said "there should be some simple examination demonstrating the ability and knowledge of radio fundamentals for even the lowest class operator allowed to operate a broadcast transmitter."

But, he said, requirements should be lowered "somewhat" because "a false value has been placed on the first phone license." Requirements, he concluded, "should be revised along the lines of the 1947-8 proposals, to make the operator licenses more nearly match the size of the station, but not lowered to the point where anyone can call himself an operator if he can sign his name to the application form."

Notifying FCC by telegram, W. N. McKinney, president-general manager of KELD El Dorado, Ark., and secretary-treasurer of the Arkansas Broadcasters Assn., stated that the ABA board of directors unanimously endorsed the NARTB proposal at a meeting in Little Rock July 19.

Two additional labor groups have expressed to FCC their opposition to the proposed changes. The AFL Central Trades and Labor Union of St. Louis and vicinity filed protest as has the IBEW Radio Broadcast Technicians Local 1225 of Indianapolis.

Local 1225 contended it has men waiting on its list for radio jobs "where pay is adequate." The local union pointed out many first class license holders are working in unskilled industrial jobs because radio pay is too low.

The Northwest Broadcasting School, Portland, Ore., told FCC that in the next six months it will graduate over 100 "well trained combination announcer-operators" and indicated other schools about the country are training sufficient technicians.

"We have observed that many broadcasters have used, and are using, this 'critical shortage' excuse for hiring poorly trained personnel at fantastically low wages," the school wrote.

Four staff engineers at WBAL-TV also protested the proposal, one contending that there are 1,500 first class license holders in the Baltimore area alone who are all working in electronic industrial jobs rather than broadcasting because of the pay differential. The engineer also asserted that one local station there is paying its technicians only 80¢ an hour.

Stephen Gasparovitch, Detroit, who opposed the NARTB proposal, explained the situation this way:

I hold a first class radio telephone operator license, issued to me on Sept. 13, 1949. I haven't used the license since it was issued to me as the positions offered me by broadcasting stations didn't pay enough or high enough wages. The average wage offered me was $1.25 per hour for 40 hour work week. Some stations offered me as low as $1 per hour.

Recently I had inserted in the BROADCASTING • TELECASTING magazine a Situation Wanted advertisment using a box number for an address. I received about 25 offers for employment. The maximum wages offered was $55 for 40 hour week and the minimum was $1.15 per hour. Am enclosing a letter from Radio Station WBCU Union, S. C., offering me $1.15 per hour.

Am employed at present as repair man on television receivers. This position pays $2 per hour or $80 for 40 hour work week. There are four men working in this repair shop who hold first class radio telephone operator licenses.

I am available for broadcasting station position but I cannot work for the very low wages prevailing in the broadcasting industry.

Charles A. Carey, Cincinnati, wrote FCC to criticize the earlier statement of C. H. Simpson, part owner and general manager of WKBI St. Marys, Pa., in which Mr. Simpson related favorable experience with restricted operators in maintaining efficient operation and a high percentage of modulation to assure coverage of the WKBI area at night [B•T, June 30].

"I have been in radio for over 15 years and am fully familiar with the 250 w stations which try to get 5 kw coverage with heavy modulation," Mr. Carey wrote. "This is just another of the many fine examples of why we should keep first class operators in this class of station."

Wife & Kiddies . . .

EVEN the wife and kiddies are in the act respecting FCC's proposal to relax its operator rules. Mrs. Ed Orris, Silver City, N. M., "wife of an engineer," wrote in protest: "Maybe my attitude is a selfish one, but my two kids and possibly many, many others will go hungry if their daddies are replaced by second and third class operators." Snapshot of the Orris' youngsters was included with the letter, both now reposing in FCC's docket.

upcoming

July 28: BAB Sales Clinic, Denver.

July 28-Aug. 2: National Audio-Visual Assn. annual Show, Hotel Sherman, Chicago.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 1: Iowa Broadcasters Assn. annual meeting, Hotel Savery, Des Moines.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

XUM

SEND FOR THE COMPLETE STORY

All agencies and advertisers should have this informative brochure, "BONANZA," telling the complete story of Keystone's Hometown and Rural America. Send for your copy now!

In *KEYSTONE'S* Hometown and Rural America!*

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The Keystone Broadcasting System's 600 affiliates cover this rich market — located beyond effective television. And advertisers purchase either the complete network — or only the number that covers their distribution.

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COMPARATIVE NETWORK SHOWSHEET

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BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Tex Beneke Show	Sgt. Preston of the Yukon	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines S	"	"	"
6:30	Here Comes the Band S	Syncopation Piece	Nick Carter	First Nighter S
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Sophisticated Rhythm S	December Bride	Affairs of Peter Salem	Hollywood Bowl Concerts S
7:15	"	"	"	"
7:30	Time Capsule S	Doris Day Show (192)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	Stop the Music S	Frank Fontaine	Hawaii Calls	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	Stop the Music	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	Best Plays
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Wrigley Meet Millie (186)	Opera Concert	"
9:15	Melody Highway S	"	"	"
9:30	"	Pearson Pharm. Inner Sanctum (192)	"	TBA
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Bob Trout General Foods (176)	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show S	TBA	"	"
10:30	William Tusher Show S	"	Little Symphonies	American Forum of the Air
10:45	Field and Stream S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Robert Q's Waxworks	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	"	Dinner Date S	No Network Service
	General Mills Lone Ranger (153)	"	Gabriel Heatter	Miles Labs News of World (166)
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs I Man's Family (166) Rp
	General Motors Henry Taylor (159)	Horatio Hornblower	Concerto Festival	AA of RR's Railroad Hour (181)
	World Wide Flashes S	"	"	"
	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
	"	"	"	"
	Paul Whiteman Teen Club S	Wrigley Romance (186) (off 8 25)	Crime Fighters	Bell Telephone Telephone Hour (185) R
	"	"	"	"
	"	Steve Allen Show	Co-op War Front—Home Front	Cities Service Band of America (111) N
	"	"	"	"
	Gulf Oil John Daly News (310)	R. J. Reynolds Walk a Mile (178)	A. F. of L. Frank Edwards (157)	America's Music S
	Dream Harbor S	"	Co-op I Love A Mystery	"
	Time For Defense S	R. Trout (10:30-35) Ford (120)	Dance Orchestra	Swayze Citizen Views the News
	"	Dance Orchestra	"	Dangerous Assignment MM (10:35-11)
	Band	News	Co-op Baukhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Robert Q's Waxworks	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	"	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs I Man's Family (166) Rp
	Mayor of Times Square S	American Chicle Peope Are Funny (176)	Jimmy Carroll Show	The Scarlet Pimpernel S
	"	"	"	"
	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (185) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
	"	"	"	"
	Co-op Town Meeting	Wrigley Life with Luigi (185)	Official Detective	Meet Your Match S
	"	"	"	"
	"	Steve Allen Show	Mysterious Traveler	Pet Milk Truth or Consequences (166)
	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (111)	A. F. of L. Frank Edwards (27)	Concerts at the Capitol
	Dream Harbor S	Strawhat Concert	Co-op I Love A Mystery	"
	Hotel Edison Orchestra S (See Footnote)	Dance Orchestra	Bands for Bonds	Swayze Citizen Views the News
	"	"	"	Stan Kenton Concert (10:35-11)
	Band	News	Co-op Baukhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (26)
	"	You and the World S
	"	No Service
	"	Lowell Thomas
	Co-op Headline Edition	Robert Q's Waxworks
	Co-op Elmer Davis	"
	General Mills Lone Ranger (153)	"
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
	Postmark U.S.A. S	Hearthstone of the Death Squad
	"	"
	Valentino S	Chesebrough Dr. Christian (182) R
	"	"
	Co-op Mr. President	Wrigley Johnny Dollar (186)
	"	"
	Co-op Crossfire	Steve Allen Show
	"	"
	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (120)
	Dream Harbor S	Boxing Bouts
	Latin Quarter Orchestra S	"
	"	Dance Orchestra
	Band	News
	Sports Report S	Dance Orchestra

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Music for Worship	Faultless Starch Time (59) Spl.
11:15	"	"	"	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Songs of the Wild
12:00 N	News S	TBA	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (108)	Your Invitation To Music	Vandeventer & The News S	Critic at Large
1:15	"	"	Wm. Hillman	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
	"	"	Mac McGuire Show	P&G Young Dr. Malone (189)
	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
	Sterling Drug My True Story (212)	Frigidaire Fr. Sardine Godfrey (193) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Toni Realemon Arthur Godfrey (186) R	Amana M-W-F & Pequot-Tu & Th Paula Stone (514)	"
	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (179) R	Co-op Take a Number	Campbell Double or Nothing (147)
	When A Girl Marries S	Pillsbury Arthur Godfrey (192) R	"	"
	Lone Journey S	National Biscuit Arthur Godfrey (193) R	Ladies Fair 11-11:25	C-P-P Strike It Rich (178)
	Top of the World S	Liggett & Myers Arthur Godfrey (199) R	"	"
	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (52)	Queen For a Day 1:30-45 Tu & Th Quaker	C-P-P Bob & Ray (168)
	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	M-F 11:45-12 S	Armour Dial Dave Garroway (183)
	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
	ABC Late News S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (176)	Headline News	"
	Not in Service	Whitehall Our Gal Sunday (168)	Faith In Our Time	No Network Service
	Co-op Paul Harvey	P&G Ivory Big Sister (150)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Mutual Music Box	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Intn'l Shoe Howdy-Doody (83)
	"	No Service	"	L/P 6/14
	"	"	"	Anybody Home
	"	Garden Gate	"	"
	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
	"	Dr. Pepper Old Dom. Barn Dance (49)*	"	"
	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Student Symphony Concerts S	Cream of Wheat Let's Pretend *(154)	Brevard Music Camp Programs	My Secret Story
	"	"	"	"
	Eddie Fisher Show S	Cannon Mills Give & Take (152)	U.S. Marine Band	Hollywood Love Story S
	"	"	"	"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Man on the Farm	News At Noon
	"	"	"	Public Affairs S
	American Farmer S	Carnation, Stars Over Hollywood (161)	5th Army Band	U.S. Marine Band
	"	"	"	"
	Navy Hour S	Toni Grand.Cen.Sta. (185) *	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
	"	"	"	"

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Sammy Kaye's Sunday Serenade S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Beats, Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	Chautauqua Symphony S
5:15	"
5:30	"
5:45 PM	"

XUM

EVENING

AUGUST 1952

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S	Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Bible Messages S	Antonini Orchestra	"	Earl Godwin's Washington MM	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Summer Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSeuer News	S. C. Johnson Peewee Reese (Repeat)	"	6:45
Fulton Lewis jr (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Robert Q's Waxworks	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Robert Q's Waxworks	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	"	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	"	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	"	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	General Mills Lone Ranger (153)	"	Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Music For A Half Hour	Philip Morris What's My Line (154)	Mr. Broadway S	American Chicle Mr. Keen (176)	Jazz Nocturne	A Life in Your Hands S	Top Guy * PP	Musicland USA	Symphonic Strings	TBA	Dancing Party S	Wrigley Gene Autry (180)	20 Questions	Jane Ace Disc Jockey	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
Great Day Show	Kraft Gildersleeve (160)	Defense Attorney *PP	Ameri. Tob. Co. F.B.I. in Peace & War (193)	(Co-op) The Hardy Family	The Chase	Equitable Life This Is Your FBI (280) R	"	(Co-op) Gracie Fields Show	Pabst Bob & Ray (144)	"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S	8:30
"	"	"	"	"	"	"	"	"	Bob & Ray S	"	"	"	"	8:45
Out of the Thunder	DeSoto Plymouth Dealers, You Bet Your Life (191)	Lorillard Amateur Hour (285)	Wrigley Mr. Chameleon (186)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R	Newsstand Theatre S	The Big Time	Magazine Theatre	Coca-Cola Mario Lanza Show (198)	"	Gangbusters	"	Ohio River Jamboree	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Hollywood Music Box	"	Steve Allen Show *	Co-op Reporter's Roundup	Gulf Refining Countersp (123)	Summer Cruise S	Steve Allen Show	Armed Forces Review	Music by Mantovani S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Promenade Concert	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout (176) General Foods	A. F. of L. Frank Edwards (27)	Pabst Nightbeat (157)	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout (176) General Foods	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	Tin Pan Valley	10:00
Co-op I Love A Mystery	"	Heartstrings S	10:05-11 Dance Orchestra	Co-op I Love A Mystery	Nightbeat S	Eddie Fisher's Serenade	Capitol Cloakrm- "	Co-op I Love A Mystery	Words in the Night	"	"	"	"	10:15
Dance Orchestra	Swayze Citizen Views the News	Hotel Edison Orchestra S (See Footnote)	"	Dance Orchestra	Swayze Citizen Views the News	Band	Air Force Orchestra	Dance Orchestra	Swayze Citizen Views the News	Miami Band Concert S	"	"	TBA	10:30
"	Portrait of a City 10:35-11:00	"	"	"	Robt. Armbruster & His Music 10:35-11	"	"	"	Bill Stern (10:35-10:45) TBA	"	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	Band	News	Co-op Baukhage Talking	News from NBC	"	News	Co-op Baukhage Talking	News from NBC	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Your Invitation To Music	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (154)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (152)	Dunn On Discs	Dude Ranch Jamboree
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
"	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (137)	Say It With Music	Jane Pickens Show	Front & Center S	Hormel & Co. Music with H. Girls (120)	"	Coffee in Washington S
"	"	"	"	P&G Tide Perry Mason (159)	"	Meredith Willson's Music Room	"	"	"	"
String Serenade	"	Sunday Symphonic Adventure	Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	Live Like A Millionaire	Frank & Jackson Show S	Chicagoans	Georgia Crackers	Big City Serenade
"	Dixie Four Quartet	"	"	P&G Ivory Fl. Brighter Day (142)	Music By Willard	"	"	"	"	"
Music For You	Jimmy Carroll	Elmo Roper	"	Miles Labs Hilltop House (144) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	"	Intermezzo	"	Pillsbury House Party (167) R*	"	P&G Road of Life (163)	"	Adventure In Science	"	"
"	Bandstand U.S.A.	Mutual Ben. H&A On the Line w Considine (183)	"	Lever Bros. Houseparty (169) R	"	P&G Pepper Young (166)	Lone Pine & His Mountain-eers S	CBS Farm News	Sports Parade	U. S. Army Band
Main Street Music Hall S	"	TBA	"	Cedric Adams	"	P&G Right to Happiness (163)	"	Radio Reporters Scratch Pad	"	"
Band of The Day	Orange Crush	The Falcon S	General Mills Cal Tinney (274)	General Foods Grady Cole (47)	Miscellaneous Programs	P&G Backstage Wife (152)	ABC Late News S	Horse Racing	Dunn's Adobe	TBA
"	Green Hornet	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	Looking Into Space S	Stan Dougherty	"	"
Pick the Winner Westinghouse (194)	Under Arrest	U. S. Tobacco Martin Kane (183)	Ronnie Kemper S	Treasury Bandstand	Mert's Record Adventures	Sterling Drug Young Widder Brown (151)	International Jazz Club S	"	Mac McGuire	Musicana
"	"	"	Dean Cameron S	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)	"	Eddie Fisher Show	"	"
Holland Furnace Arthur Godfrey Roundtable (148)	Wildroot The Shadow	American Bakers Assoc. Hollywood Playhouse (183)	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Co-op Merry Mailman	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	TBA	Dancing By The Sea	Mind Your Manners
"	"	"	"	"	"	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Robt. Trout *(191)	Williamson & Motorola (alt. wks.)	Whitehall 1212 S	Fun Factory S—See Footnote	"	M-F 5:30-5:50 Songs of the B-Bar-B	P&G Lorenzo Jones (105)	"	Treasury Bandstand	"	The Author Speaks
"	True Detective Mysteries	"	"	Miles Labs Curt Massey Time (147) R	M-F 5:50-6 Johnson & Son Cecil Brown	Ex-Lax Inc. Doctor's Wife (170)	Club Aluminum Club Time (20)	"	Johnson & Son Peewee Reese Show	Your Key to Health

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
5:50-5:55 p.m., M-F, World Flight Reporter
5:55-6:00 p.m., M-F, Union Oil Co. of Calif., Royal Triton Baseball Roundup (275)
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
2:30-2:35 p.m. & 10:30-10:35 p.m., Tu., Thur., Toni Co., It Happens Every Day (275)
* PP (Pyramid Plan) American Chicle participations on The Top Guy, W., 8:30-9 p.m.; Defense Attorney, Th., 8-8:30 p.m.

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (167)
* 10:25-30 a.m., Sat., Flako Prods. Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (185)
1:25-1:30 p.m., Sat., Toni Co., It Happens Every Day (185).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (140)
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (191)
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182)
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155).
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182)
11:30-11:35 a.m., Sun., Bill Shadel (8)

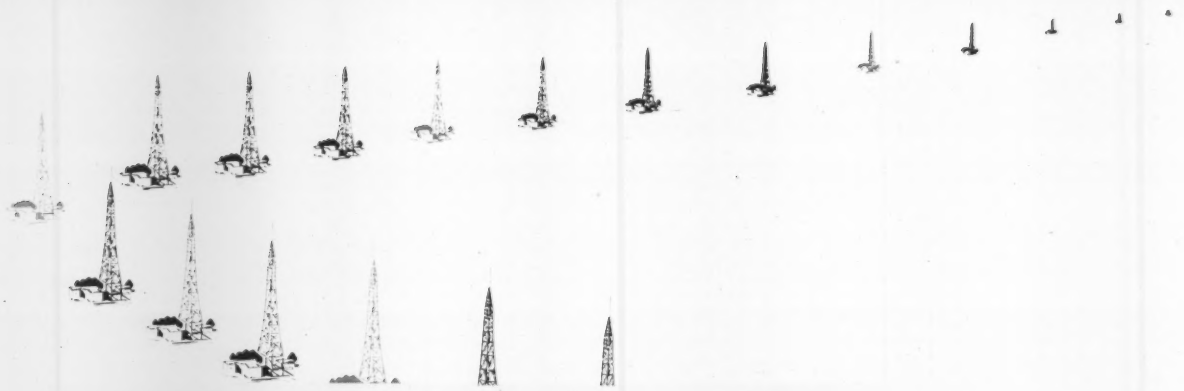
ON A SUNDAY AFTERNOON

String Senenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:30 p.m.
Music for You, 3:30-4 p.m.
Band of the Day, 4-4:30 p.m.
Main Street, Music Hall, 4:30-5 p.m.

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:15-11 a.m. Hymn Time. Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 28, 1952



EVERY FOURTH RADIO STATION IN AMERICA IS A *KEYSTONE* AFFILIATE!

600 Keystone affiliates reach Hometown and Rural America!

Of America's 2400 AM radio stations, every fourth one is an affiliate of the Keystone Broadcasting System—located beyond effective television . . . . reaching the rich population of Hometown and Rural America!

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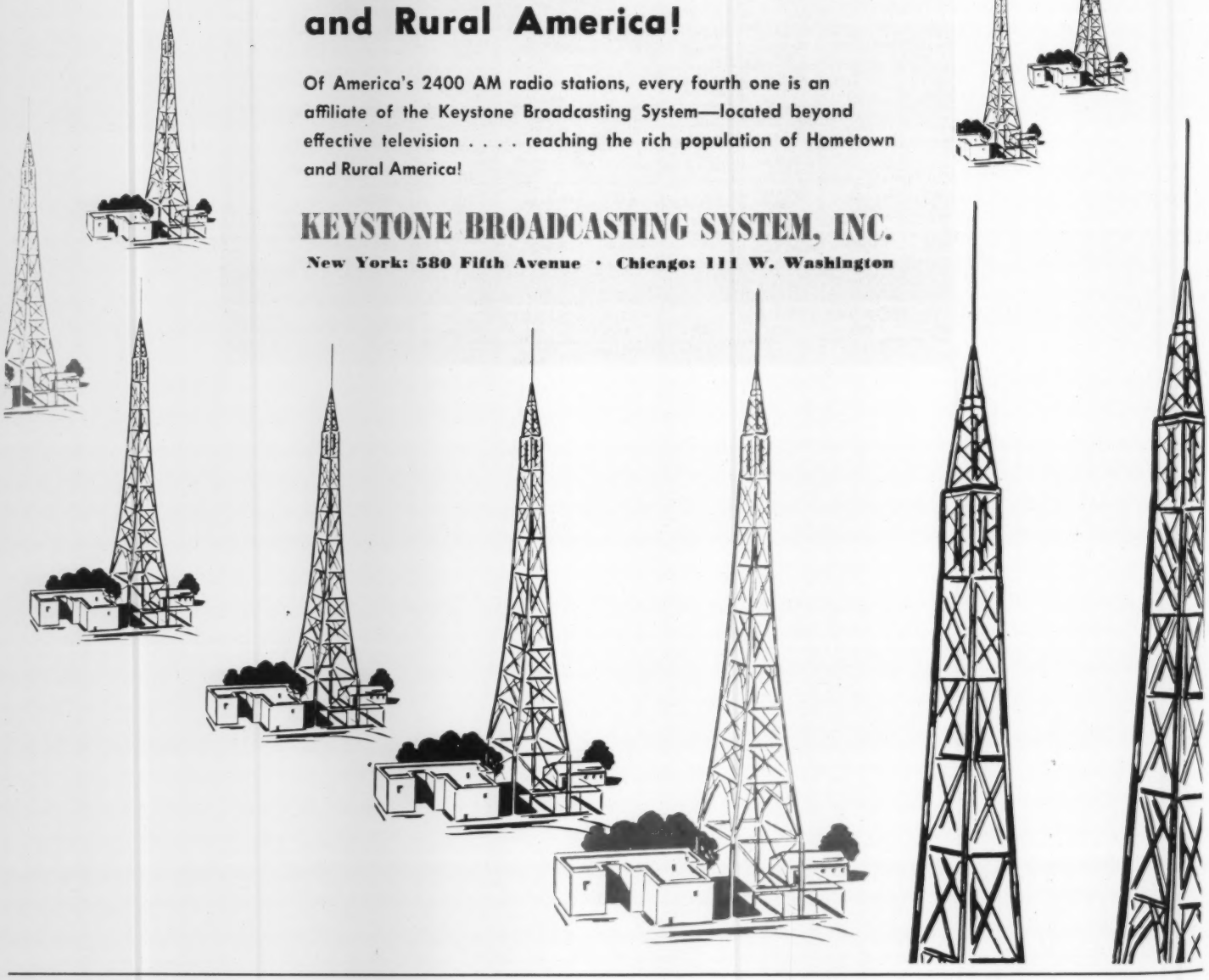


VOTE DRIVE

Some 27 Governors Back NARTB Plan

DEFINITE commitments from 27 state governors that they will cooperate in broadcasting's "Register and Vote" campaign have been received at NARTB headquarters in Washington.

Campaign, due to begin Aug. 15 (although some individual stations already have begun similar public service schedules), is sponsored by NARTB in cooperation with The Advertising Council, the American Heritage Foundation and state broadcasters' associations.

Early in August, NARTB will send out to all radio and TV stations the first of three Register and Vote kits.

The second kit will go out Sept. 1 and will contain suggestions for programs and spot announcements to encourage citizens to register. About three weeks before Election Day, the third kit will be mailed.

Directing the project is NARTB President Harold Fellows and his assistant, Public Affairs Director Robert K. Richards. John H. Smith Jr., NARTB FM director, is supervising the staff work. Chairman of the special NARTB campaign committee is John F. Patt, WJR Detroit.

States in which governors have committed themselves are:

Alabama, Arizona, Connecticut, Delaware, Idaho, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Jersey, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, Utah, Vermont, Washington, Wisconsin, Wyoming.

State-wide committees have been organized in 29 states, while chairmen have been appointed in 10 additional states.

States now fully organized are:

Alabama, Arkansas, Florida, Georgia, Idaho, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nebraska, New York, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Utah, Virginia, Wisconsin, and Wyoming.

States in which chairman of committes have been named are:

California, Colorado, Connecticut, Delaware, Iowa, Missouri, South Carolina, Texas, Vermont and West Virginia.

Newly appointed committees, not reported previously [B•T, July 14], are:

Minnesota—John F. Meagher, KYSM Mankato, chairman; Ken Marsh, KWNO Winona, Fred Schilplin, KFAM St. Cloud, Edward Butler, KBUN Bemidji, Swanee Hagman, WDGY Minneapolis.

New York — Michael R. Hanna, WHCU Ithaca, chairman; Elliot Stewart, WIBX Utica, George Bingham, WKIP Poughkeepsie, Walter Valerius, WELM Elmira, W. W. Carter Jr., WTRY Troy, Frank Kelly, WBEN Buffalo. A separate committee is being established for New York City.

Idaho—Earl Glade Jr., KDSH Boise, chairman; Dewain Silvester, KEEP Twin Falls, Doyle Cain, KFXD Nampa, Donald Thomas, KRLC Lewiston, Ruthe Fletcher, KSEI Pocatello.

Pennsylvania—Victor Diehm, WAZL Hazleton, and Tom Price, WBVP Beaver Falls, co-chairmen; Benedict Gimbel Jr., WIP Philadelphia, John S. Booth, WCHA Chambersburg, Charles E. Denny, WERC Erie.

Alabama—Hugh M. Smith, WCOV Montgomery, chairman; Robert B. Taber, WKLF Clanton, William H. Miller Jr., WGYV Greenville.

Florida—George W. Thorpe, WVCG Coral Gables, chairman; David E. Smiley, WDAE Tampa, Don J. Lynch, WBSR Pensacola, William G. McBride, WDBO Orlando, Lawrence Rollins, WSIR Winter Haven.

Massachusetts—William B. McGrath, WHDH Boston, chairman; W. C. Swartley, WBZ Boston, Harvey J. Struthers, WEEI Boston, John J. Hurley, WNEB Worcester.

Virginia—Charles P. Blackley, WTON Staunton, chairman; Emerson J. Pryor, WDVA Danville, Howard Stanley, WEAM Arlington, E. S. Whitlock, WRNL Richmond, Richard F. Lewis Jr., WINC Winchester, Edward E. Bishop, WGH Newport News, Robert H. Smith, WCYB Bristol.

Michigan—D. E. Jayne, WELL Battle Creek, chairman; Don DeGroot, WWJ Detroit, W. A. Pomeroy, WILS Lansing, Leonard Versluis, WLAV Grand Rapids, Lester Lindow, WFDF Flint, Les Biederman, WTCM Traverse City, W. J. Edwards, WKNX Saginaw.

Wyoming—Jim Carroll, KWYO Sheridan, chairman; Don Hathaway, KSPR Casper, Milored Ernst, KWOR Worland, Carroll Mohr, KOWB Laramie.

Ohio—Robert W. Ferguson, WTRF Bellaire, chairman; Truman Morris, WJEH Gallipolis, Roger Berk, WAKR Akron, Neil Smith, WCOL Columbus, Robert F. Wolfe, WFRO Fremont.

Colorado — Russel Shaffer, KBOL Boulder, chairman.

West Virginia — Fred Zimmerman, WBLK Clarksburg, chairman.

GAB TO SUPPORT

Get-Out-Vote Campaign

GEORGIA Assn. of Broadcasters will support the NARTB "Get Out the Vote" campaign, according to a message to Harold E. Fellows, NARTB president, from the GAB board of directors, which voted unanimously in favor of the project at a July 7 meeting in Macon.

GAB Secretary E. F. MacLeod requested all NARTB information on the campaign and President Fred Scott Jr. of WKTG Thomasville appointed the following committee to spark the drive: Chairman Carter Peterson, WCCP Savannah; Jim Gray, WALB Albany; John Jacobs Jr., WDUN Gainesville; Tom Vassey, WLBB Carrollton, and Frank Gaither, WSB Atlanta.

WROL Vote Campaign

WROL Knoxville, Tenn., reported last week that its current campaign urging listeners to register and vote has been highly effective. Using such gimmicks as a "Whispering Voter" contest and an elaborate schedule of spots with circus music background encouraging voters to board the "WROL Ballot Bandwagon," the station noted that a county record was set on July 14 when 750 persons registered. In three weeks WROL ran a total of 266 announcements.

N. Y. AWRT Meeting

ANNUAL meeting of New York State Chapter of American Women in Radio and Television will be held Sept. 12-14 at Cornell U., Ithaca, State Chairman Gertrude Grover, women's editor of Cornell's WHCU Ithaca, announced Friday. Anita Monsees, WHCU continuity director, will be conference chairman.

AMONG 150 ad agency personnel at first showing in Boston of CBS Radio's documentary film, "More Than Meets The Eye," are (l to r) Harvey J. Struthers, gen. mgr., WEEI-AM-FM Boston; John C. Dowd, John C. Dowd Adv. Boston, and W. Eldon Hazard, sls. mgr., CBS Radio network sales.

DAVID SCHOENBRUN (r), CBS foreign correspondent, draws on a past experience in emphasizing a point to Sheldon Peterson (l), news dir., KLZ-AM-FM Denver, and Matt McEinery (standing), KLZ public service dir.

G. M. PHILPOTT, v. p. & dir. of adv., Ralston-Purina Co., St. Louis, explains to radio men why firm prefers their medium. Cross-country tour is designed to enlist cooperation of 563 radio outlets which Purina buys for fall campaign [B•T, July 21].

DISCUSSING WBZ-AM-FM-TV Boston's airing of Harvard U. grid schedule are (l to r) Avner Rakov, WBZ prog. mgr.; C. E. Meehan, WBZ sls. mgr.; C. F. Getchel, Harvard Athletic Assn. bus. mgr., and W. C. Swartley, WBZ sta. mgr.

DEMONSTRATING loyalty to Old South are these Frederic W. Ziv Co. sales staffers attending meeting in Cincinnati on new radio program, *Freedom, U. S. A.*, (l to r) Ray Thomas, N. Carolina; Wylie Calder, S. Carolina; Larry Stewart, Florida; Tom Privette, Southwestern Div. mgr.; Jim Hicks, Georgia, and Al Goodwin, Louisiana. All wear Confederate flag design on shirts.

XUM

TOWER PROJECT

Announced At WALK

WORK on a structure which will house WALK Patchogue, L. I.,'s FM equipment has been started according to Nils E. Segerdahl, general manager of the station. The FM tower, located on the highest hill in Suffolk County at Berkshire Dr. and Lookout Tower Rd., Selden, will extend 650 ft. above sea level.

WALK will begin FM operations soon at 97.5 on the FM dial. The station's AM outlet, a daytime station, is on 1370 kc. Both program schedules will be the same until sunset. WALK-FM will broadcast until 11 p.m., featuring music and news coverage.

GET-TOGETHER at Chicago NARTSR meetings for clients and agencies to talk on basics of national spot radio included (l to r) John Cory, Free & Peters; Gale Blocki, John Blair & Co.; T. F. Flanagan, NARTSR director, and Tim Timothy, Avery-Knodel.

Advertisement

"Every Radio Time Buyer Should Read This"

Says John R. Sheehan, Director of Radio and Television, Cunningham & Walsh, Inc.

Bob Kenyon

In the July 11th Printers' Ink we published a special report on national spot radio, what it is, when to use it, how advertisers are using it successfully today.

One week later the entire edition was out of print—and demand from radio executives, advertisers and agencies is still running high!

Mr. Sheehan's comment was typical: "Printers' Ink is doing the industry a real service in presenting so many facts in such logical order on one of the most complicated subjects in our business.

Every radio time buyer should read this article very carefully. In fact, so should anyone in the advertising or broadcasting business who wishes to become well acquainted with the very important problems pertaining to national spot radio and its value in advertising. *It is truly a masterpiece.*" (Our immodest ital.).

Because the July 11th Printers' Ink is out of print, we've prepared reprints of our national spot radio feature. They sell for 50¢ each (quantity prices on request).

If you do not have a copy of the July 11th Printers' Ink, we urge you to get a reprint of this report. You will find it to be one of the most constructive sales tools yet published.

It traces the tremendous growth of national spot radio as a vital advertising medium. It spells out the specific ways in which national spot radio can be used to solve marketing problems. And it gives case histories of how advertisers are using spot radio successfully today. In short, it presents information that you and your associates can use right now.

Get your reprint of this valuable report now. They're going fast.

(The July 11th Printers' Ink isn't the first of our issues to go out of print. This happens again and again because, again and again, our editors produce practical, authoritative information that the buyers of advertising — our readers — need and use. That's why our circulation is concentrated among the advertising, management, sales and agency executives who buy advertising. Which makes Printers' Ink an outstanding place to sell your station and your market).

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

WESTINGHOUSE

Reports Record Sales

WESTINGHOUSE Electric Corp. had record sales for the first half and second quarter of 1952, Gwilym A. Price, president, told a board meeting on Wednesday. Backlog of unfilled orders is the largest in company history, he said.

Net sales for first half of 1952 totaled $681,378,000, compared to $590,562,000 for the first half of 1951 and well ahead of the $650,-239,000 total for the last half of last year, previous six-month record. For the second quarter of 1952, net sales were $357,558,000, compared with $300.155,000 in the same period of 1951. Previous high quarter was the last three months of last year, when net sales totaled $339,759,000.

Net income for the half declined slightly from that for the like period of last year, largely because of higher federal taxes. Net for January-June 1952 was $31,507,000, or $1.95 a share of common stock, equal to 4.6 cents on each dollar of sales. Net for like period of 1951 was $31,564,000, or $1.98 per share, equal to 5.3 cents per dollar of sales.

Pall Mall Cleared

COMPLAINT against American Cigarette & Cigar Co. (Pall Mall cigarettes) has been dismissed by the Federal Trade Commission. Action thus affirmed a hearing examiner's initial decision on case involving alleged false advertising representations. Hearing examiner held that all but two charges in the original complaint are "moot" and recommended complaint be dismissed.

WLYC Appointed

WLYC Williamsport, Pa., has been appointed key station for the Pepsi-Cola network, a 12-station chain broadcasting the Pennsylvania regional playoffs of Little League baseball, it was announced last week. Dick Confair, of the Confair Bottling Co., Williamsport, is handling network details.

CHAPLIN SUES

NBC, Hy Gardner Named

CHARLIE CHAPLIN filed a $3 million libel suit against NBC and newspaper columnist and radio broadcaster Hy Gardner in U. S. District Court in New York on Wednesday on grounds that Mr. Gardner's writings and broadcasts over the network implied the actor was a Communist.

Neither Mr. Gardner nor NBC would comment on the suit.

The complaint said that Mr. Gardner's writings and broadcasts over NBC left the "innuendo that Mr. Chaplin was sympathetic to the Communist party in France and to the Communist Party generally" and that Mr. Chaplin was a Communist.

The program, *Hy Gardner Calling*, is heard over NBC Friday, 10-10:15 p.m. EDT. It is packaged by Ted Lloyd Inc., New York.

On June 27, the complaint alleged, Mr. Gardner told NBC listeners that Mr. Chaplin had addressed and signed a message to the French movie industry through three "recently-merged pro-Commie newspapers."

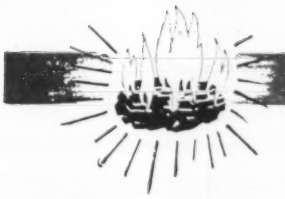
Mr. Chaplin denied that he had given an interview to any French Communist newspaper, orally or in writing, signed or unsigned, the complaint said. Furthermore, it alleged, Mr. Gardner and NBC knew that no such interview had been given.

The complaint added that "with express malice and in willful disregard of Chaplin's rights," Mr. Gardner and NBC insisted upon "perpetrating the acts set forth with the hope and expectation that the listening public would be caused to believe that Chaplin was a Communist and a liar."

The suit seeks $1 million on each of the three complaints. The first claims that the NBC broadcast by Mr. Gardner that linked Mr. Chaplin with the French Communist Party was injurious to the actor's reputation. The second complaint calls the use of a recorded conversation between Mr. Gardner and Mr. Chaplin's butler on the July 4 broadcast as "improper" and the cause of mental suffering to Mr. Chaplin. The third point asks damages for the use of Mr. Chaplin's name without his consent.

RCA Wilson Award

RCA Victor's Southern Div., headquartered in Atlanta, has been awarded the J. G. Wilson Silver Trophy for outstanding achievement in engineering products department's 1952 sales contest. Award was established by the late John G. Wilson, executive vice president of RCA in charge of RCA Victor Div. as the annual trophy to the region excelling in engineering products sales. It was presented by W. W. Watts, vice president in charge of engineering products department, at a recent meeting of regional sales managers in Chicago.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

UNIVERSITY OF TULSA
JUL 29 1952
LIBRARY

COAL TO POWER THE WORLD'S LARGEST LOCOMOTIVE.

The world's largest single-unit locomotive—a coal-burning steam-turbine electric—has been built by the Norfolk & Western Railway. This giant engine is 161 feet in length and is designed to develop 4,500 h.p. in heavy freight service. It is expected to undergo actual road tests sometime before the end of the year. The Norfolk & Western—one of the nation's most profitable railroads—designs and builds all its own locomotives and relies exclusively on coal to power every one of them.

U. S. TO BUILD NEW COAL-RESEARCH STATION IN WEST VIRGINIA.

A contract was recently awarded for the construction of a new fuels research station to be built at Morgantown, West Virginia. This station will cost nearly two-and-a-half million dollars and will be operated by the U. S. Bureau of Mines. Coal research to be carried on at this new station will include production of liquid fuels from coal, mining studies, and efforts to develop even more effective health and safety measures.

$165 MILLION AUTHORIZED FOR COAL-MINE CONSTRUCTION.

In the past year and a half, the Defense Solid Fuels Administration has authorized more than 150 separate coal-mine construction projects. Coal companies will spend an estimated $165 million on these projects designed primarily to increase metallurgical coal production for defense needs. The projects involved include expanding and improving existing facilities and the development of new mines to replace mined-out properties.

COAL GENERATES INCREASING SHARE OF NATION'S ELECTRIC POWER.

Data recently released by the Edison Electric Institute shows that electric utilities are increasing their coal consumption and that coal is accounting for an ever bigger share of the fuels used to generate power. Last year the utilities used nearly 14 million more tons of coal than the year before—burning about a fifth of the nation's entire coal production. The figures also show that last year coal accounted for over 68% of all fuels used to generate the nation's electric power.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

ZIV's NEW ELECTION YEAR SHOW THAT'S

ENTERTAINMENT DYNAMITE!

154,000,000

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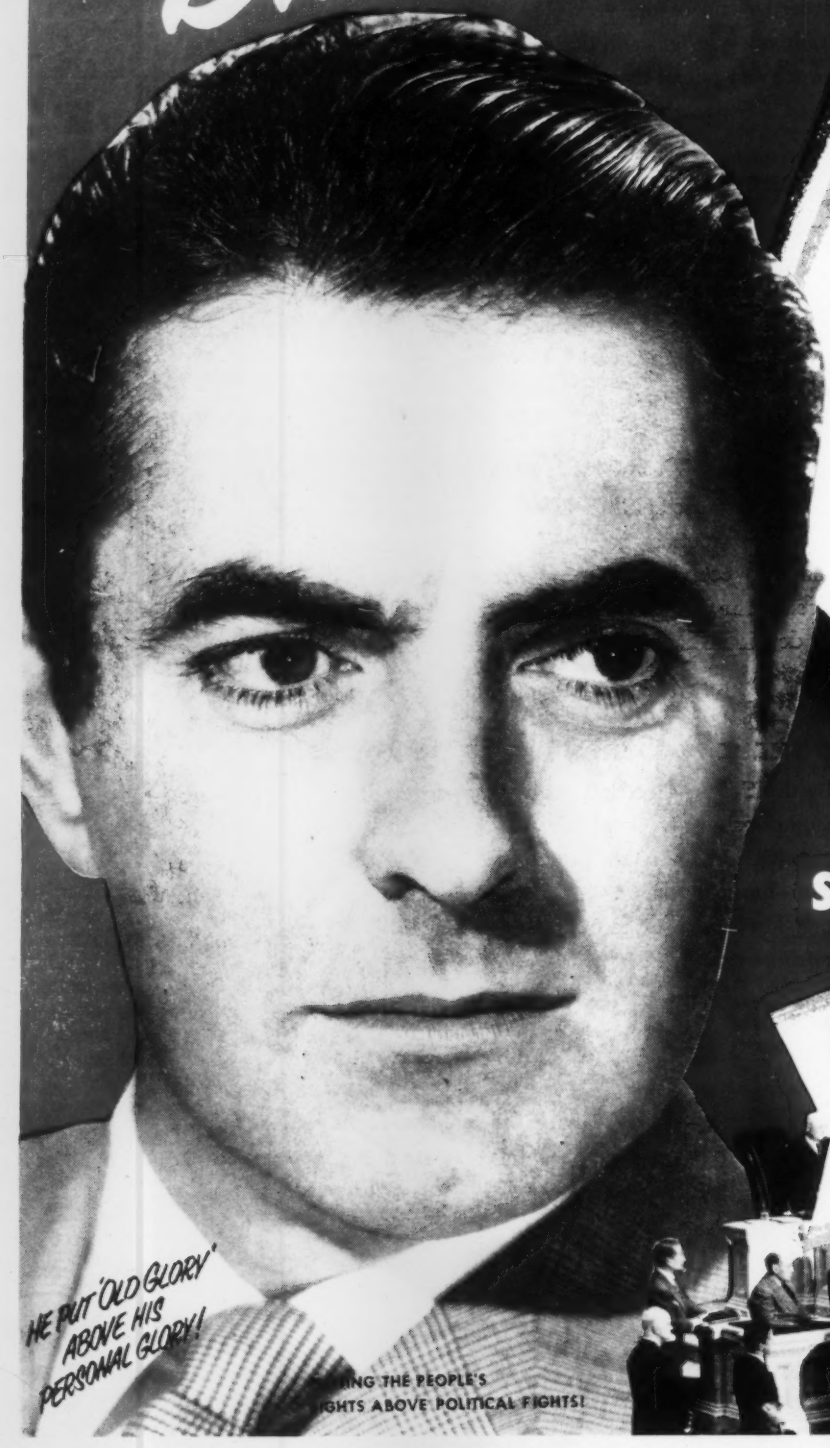
Transcribed for Local and Regional Sponsors!

THE NON-PARTISAN *INSIDE* ST



Starring in the vital role of a

Tyrone

HIS FAITH IN AMERICA

XUM

CAPTURING THE *DRAMA* THE *SPIRIT*, AND THE *EXCITEMENT* OF THE U. S. SENATE AT WORK!

PERFORMING a great public service!

The Show

00 AMERICANS

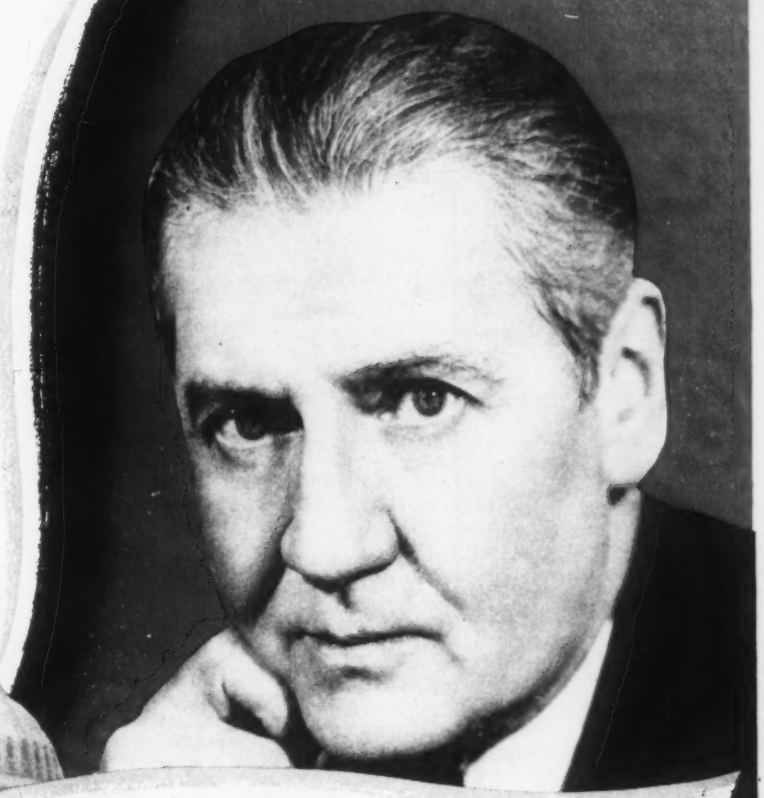
NT TO HEAR!

EDOM

S.A."

with
Jimmy Wallington
David Rose
And an All-Star
Supporting Cast!

E STORY OF WASHINGTON, D. C.



f a U. S. Senator . . .

Edwin C. Hill

TAKING LISTENERS BEHIND THE SCENES OF THE U. S. SENATE!

e Power

ICA GAVE AMERICA FAITH IN HIM!

NEVER BEFORE SUCH A FEVER-PITCH OF EXCITEMENT
ABOUT "WHAT GOES ON IN WASHINGTON?"

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

XUM

editorial

Everywhere

THE temperature outside our window, according to a radio weather report we heard, was 100 degrees one day last week when we were starting to write an editorial. Inside, thanks to the miracle of modern air conditioning, it was a comfortable 98.

Torpor overcame us. Of a sudden we cared not a hang for whatever crisis we had intended to resolve. Thinking to escape the heat and further consideration of any problem dealing with radio or television, we headed for the barber shop where usually the cold towels are bracing and the conversational subjects never more complex than the choices of the daily double.

As we entered the shop, we were met by the rolling oratory of a Democratic delegate, coming from a portable radio imported especially for the occasion. The barbers were silent, an unnatural state, as they and their customers listened to the convention broadcast. We left at once, without the cold towel.

It's right what they say about radio. The damn thing *is* everywhere.

Cause and Effect

THE true effects which television is exerting on radio are now becoming apparent. It is perfectly plain that television will not kill off radio. It is equally plain that it *will* kill off bad management in radio.

When television came along, radio was already suffering from overpopulation. The very quick expansion of the U. S. radio system after World War II was inevitably accompanied by a regrettable increase in the number of inexpertly managed stations.

Before television, however, the weak spots were harder to see than they are now. It did not require artful management to keep the transom open for business to fall through.

Nowadays it's different. Television has intensified the competition within radio. Radio buyers don't throw their business through the transom any more. They insist on knowing what's behind the transom.

Last week this publication carried an article about a successful radio user, Olson Rug Co. of Chicago. Olson has been conducting a highly rewarding mail-order campaign (at card rates), despite some obstacles which, if true as described by its agency, are appalling. Olson used to buy 125 stations for its spring campaign. Now it uses 52, because it can't find 125 within its area of interest which can produce the results it wants. One which it has discarded from its schedule was run by a manager who, though he had a $600 a week order from the sponsor, told the agency he couldn't remember when the Olson show was on and didn't have time to bother about it.

Fortunately for Olson and for radio in general, other managers were more alert. A recent campaign brought in excellent business.

As far as Olson is concerned, television is not harming that part of radio which is run with interest and imagination and with the client's welfare in mind. Indeed, of the ten stations which pulled the biggest response, four are in active television markets; four others are within secondary range of TV.

But no radio station manager can now afford to be so unconcerned about an account as to ignore its programs and its purposes. That kind of manager is marked for the kill by TV.

A Camera Can't Think

THE CONVENTIONS are over. "The men who" have been nominated. Each convention, in its own way, had its peculiar brand of tumult, bitterness, confusion and, finally that surface-harmony that must reward each ticket with inevitable victory in November. That's how we heard it.

But we heard more. Television was praised or damned for what happened, depending on the politician's stance. Television licked Taft. It nominated Eisenhower. It catapulted Kefauver into the race. The public must wonder whether TV constitutes the new political party, with the GOPs and Demos adversaries in the semi-finals.

The newspapers headlined TV. The muggers were in the majority at both conventions. After the Republicans had kicked around their arrangements, the Democrats were determined to tailor to TV. But their speeches were just as long and as boring. And there were sessions that ran until 3 a.m. EDT, in which zone 70% of the voting population resides.

Television did wield a powerful influence. But any notion that it *controlled* anything is nonsense. A television camera can't think. Nor can a microphone. Television, as we have said many times on this page, is the faultless reporter. In that role, it has outmoded the pencil and pad reporter. It romps, hand-in-hand with the radio reporter (faultless in his own right), because the microphone provides full text in the speaker's own voice, while television provides full text in the speaker's own voice and his own image too.

If television has in fact revolutionized the nominating conventions, it has done so only because of its ability to report events as they are. It has not changed those events. Certainly no one would be so naive as to contend that what transpired in Chicago during both conventions was "staged" for the folks back home. Some of that consummate assininity couldn't possibly be pre-arranged.

What the "actuality" radio and television broadcast did, without question, was to de-emphasize the traditional "smoke-filled room" aspect of bossism. But it didn't eliminate bossism. Most of it has gone backstage. Delegates heard quickly from their constituents. They heard before the coverage reached the home town newspapers. They got the news direct, by the neutral reporting of mike and camera.

Before TV, radio reported a half-dozen nominating conventions. Radio, in its own but less dramatic way, also "revolutionized" conventioneering. But after a convention or two, during which politicians adjusted themselves to the new and at first startling method of reporting, it became standard operating procedure. In the pre-TV era, the foot reporter relied upon sound broadcasts, just as city-rooms now monitor newscasts.

Now, in this first full-blown TV-blanketed convention year, every news bureau maintained its own TV monitor. There were acres of empty press seats at the Amphitheatre. The pencil and pad men were relying upon the camera as the unfailing eye. A television set is worth a regiment of legmen.

Television, like radio in another year (when the press was really bellicose), won great prestige in Chicago this month. It buried forever the notion that the broadcast media do not constitute journalism in its modern and most effective meaning. But, because of its potency, it is getting brick-bats along with the bouquets. It should not become the whipping boy.

Television may change many of the methods of future conventions. It may force upon politicians better manners. But the nominating convention, as an American institution, will continue inviolate. A camera can't think or smell.

our respects to:

RICHARD MONTGOMERY ALLERTON

ONE of the principal chapters in the 32-year-old broadcasting story has never been written, in the opinion of Richard M. Allerton, NARTB research director. That chapter deals with the ingredients of a profitable broadcast operation.

Since becoming head of the association's research department last February, Mr. Allerton has embarked on a series of basic statistical and economic projects. A firm believer in radio, he feels broadcasters often have been derelict in utilizing sound business practices. This is due in part to the fact that money rolled in easily for many operators as the industry mushroomed.

With a long background of radio and management engineering, he points out there has been no rate increase in radio to compare with the increases effected by other media. Return on the radio investment doesn't compare as favorably today with the return on investment in other media, he insists. This he ascribes in part to increased operating expenditures; increased competition from other stations over and above the impact of television, and a doubling of the number of stations in the last six years.

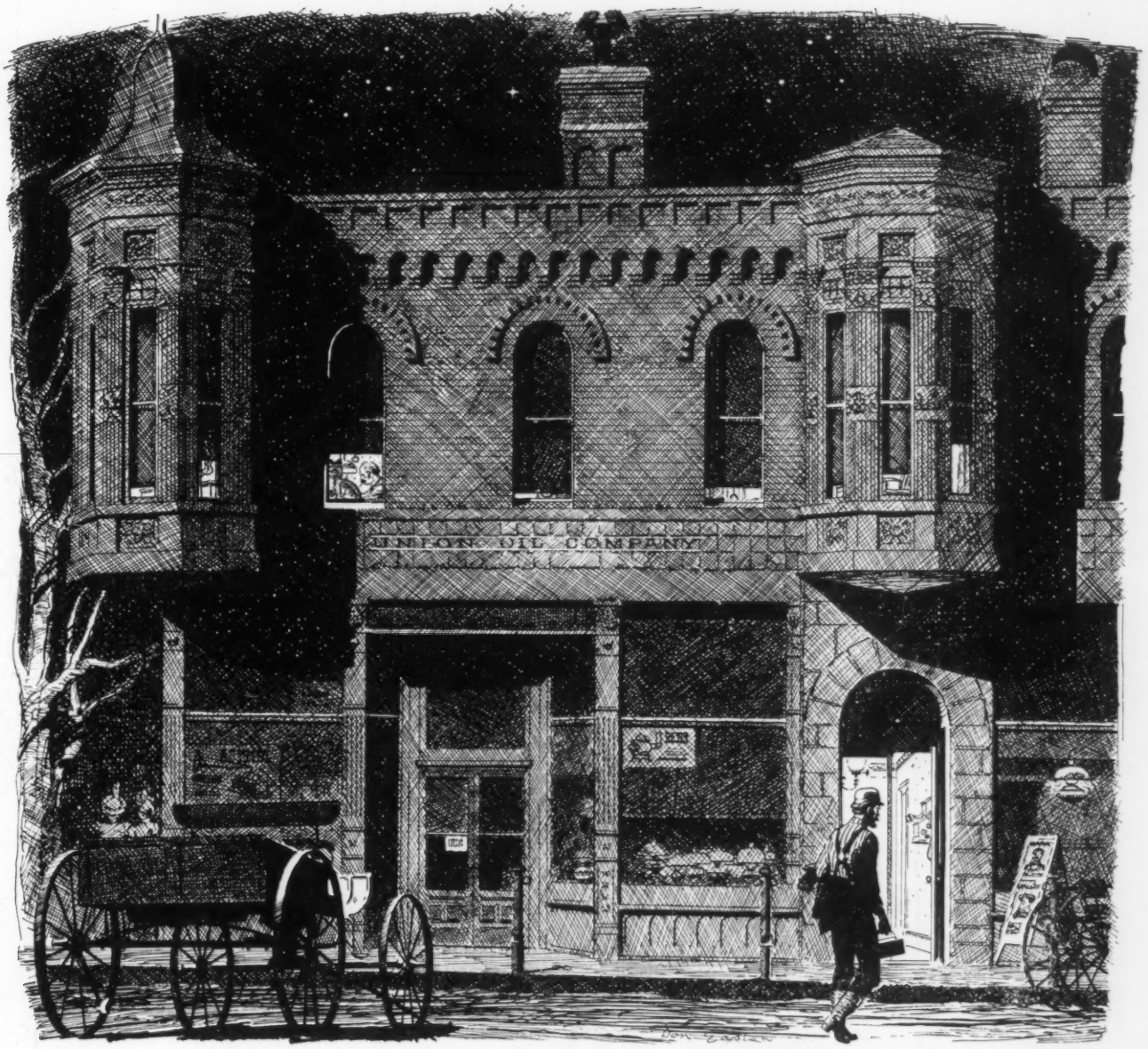
Concerned by these radio trends, Mr. Allerton has sharpened a stack of pencils and oiled up NARTB's calculating machines. Before many days his studies will bear fruit and the results are expected to provide new and necessary insight into radio's present problems, what caused them and what to do about them.

There's nothing long-hair about NARTB's research director. Quite the contrary, as a brief chat will reveal. His approach is realistic and basic, with due regard to the dictates of science and precedent. For example, even before he had his desk drawers organized last spring he was working on an informal radio rate study that seemed to meet an obvious industry need.

This research quickie showed what many broadcasters had long suspected, lacking documented evidence—that at least a third of radio stations are underpricing their quarter-hour rate.

Mr. Allerton got into practical research via Union College, Schenectady, where he specialized in finance and business economics. His college studies were interrupted by a one-year tour of service in World War I, divided between the infantry and horse-drawn field artillery. With the help of summer work, however, he made up for lost time and was grad-

(Continued on page 80)



Original home of Union Oil Company in Santa Paula, Calif. The company was founded here in 1890. The California Oil Museum is now located in this building.

WHY DO YOU EARN 2½ TIMES AS MUCH AS YOUR GRANDFATHER?

Most people do. And they earn it with ⅓ fewer hours of work.* The average factory employee in the U. S. earned 19¢ per hour in 1890. Today the average factory employee earns $1.65 per hour. When you convert these earnings into real dollars,** today's factory employee earns 2½ times as much as his counterpart of 1890.

The reason for this is that today's factory employee has far better and more elaborate tools to work with. For example, the average Union Oil employee of 1890 had only about $5,000 worth of tools. Today's average Union Oil employee has over $60,000 in tools at his disposal.

Source: *Douglas, Paul H., *Real Wages in the United States, 1890-1926.* Bureau of Labor Statistics, *Industry Report for May, 1952.* **What the 1890 dollar and the 1952 dollar would actually buy. *Source:* The National Industrial Conference Board.

Because of these tools, he can produce more and thus create many times more wealth with his day's work. *And the more wealth he creates, the more he earns.*

The tools that make this possible are provided by Union Oil's 38,600 share owners. Therefore, the employee's earnings are directly related to how much money the share owners put into tools. These "tool providers" aren't apt to put more money into tools unless they can anticipate a reasonable compensation. That's why the *incentive* to put money into tools must be preserved.

For only in that way can we Americans continue to *produce more, create more wealth, and thus earn more than any other people in the world.*

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.

front office

PAUL MENSING, sales staff, Crosley Bcstg. Corp., Chicago, to Henry I. Christal Co., same city, station representative firm.

HAAN TYLER, manager KFI Los Angeles, to KFOX Long Beach as account executive. He succeeds the late FRED WENDLER.

EVERETT SHUPE, sales manager, KFKA Greeley, Col., to KLMR Lamar, Col., as general manager, replaced by WILLIAM G. STEWART.

ROBERT MEEKER & Assoc., appointed representative for WHBY Appleton, Wis.

MELVYN E. LUCAS returns to sales staff, KFBK Sacramento, Calif.

FRANK McCAFFREY, WQAN Scranton, Pa., promoted to commercial manager there.

ARTHUR J. O'LAUGHLIN, account executive, Foster & Kleiser, Seattle, to sales staff, KIRO same city, in same capacity.

EDDIE BOND, salesman at CHUM Toronto, to sales staff of National Broadcast Sales, Toronto, station representation firm.

THOMAS J. MURRAY to stales staff, WFBR Baltimore.

BOB SCHUDER, radio-TV editor, *Columbus* (Ind.) *Evening Republican*, to WCSI there on sales staff.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years
207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

TERRY PROMOTED
Elected KLZ President

HUGH B. TERRY, heretofore vice president of Aladdin Radio & Television Inc., operator of KLZ Denver and applicant for Denver television, has been promoted to the position of company president and general manager. He succeeds Harry E. Huffman, who becomes board chairman.

Mr. Terry

Mr. Terry is now in his eighth year as a director of NARTB, and is a member of the radio advisory committee to the Voice of America. In 1949, he represented American radio at the UNESCO radio conference in Paris. He has been honored by Alpha Delta Sigma, professional advertising fraternity, with a gold key award for outstanding service. Mr. Terry has served as a director of BMB and BAB. In Denver, he is active in civic circles.

KLZ was one of the early applicants for television in Denver and has done much to prepare for its TV debut in the Colorado capital.

WAPO OWNERSHIP
Patterson Buys Other 50%

FULL ownership of WAPO Chattanooga was acquired by R. G. Patterson last week when he bought the 50% ownership of his sister, Mrs. Louise P. Pursley, for $165,000. Purchase is subject to FCC approval.

Station, on 1150 kc with 5 kw day, 1 kw night, had been owned half and half by Mr. Patterson and his sister, although Mr. Patterson operated it as president of the company.

Mrs. Pursley owns WKAB Mobile, Ala., where she makes her home. WKAB is a 1 kw daytimer on 840 kc.

Mrs. Anna J. Peterson

MRS. ANNA J. PETERSON, 82, a pioneer in radio broadcasting of home economics, died July 19 at her home in South Elgin, Ill. Mrs. Peterson has broadcast a show over KYW Philadelphia, one time Chicago outlet. A native of Manchester, N. H., Mrs. Peterson lived in Chicago 40 years. She moved to South Elgin after she retired in 1936.

Ettinger Co. Named

ETTINGER Co., N. Y., has been named national radio and television director for National Bible Week, Oct. 20-26. This will be the 12th annual observance of the week which is sponsored by the Laymen's National Committee.

NAEB SERIES
Ford Grant Makes Possible

IDEAS and ideals of Thomas Jefferson and their significance to 20th century Americans will be set forth in a 13-week transcribed radio series, *The Jeffersonian Heritage*, soon to be presented under the auspices of the National Assn. of Educational Broadcasters.

In announcing the Jefferson series today (Monday), Seymour N. Siegel, NAEB president, said that these programs comprise the first of a number of series which NAEB is preparing with the broad overall objective of giving the radio public a perspective on significant topics in the form of broadcasts that will simultaneously inform, entertain and educate. The association's efforts toward this goal are made possible, Mr. Siegel revealed, by a $300,000 grant to NAEB from the Fund for Adult Education of the Ford Foundation.

The sets of series, as projected by the special adult education committee of NAEB which is planning them and supervising their production, will comprise an overall pattern with four main divisions—The American Heritage (into which the Jefferson series falls), the Nature of Man, International Understanding and Public Affairs. The pattern is flexible, it was explained, and the public response to the Jefferson and other early program series will determine the course of future programming.

George Probst, U. of Chicago, is chairman of the special NAEB committee, which also includes: Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Richard B. Hull, Iowa State College (WOI Ames); Harold B. McCarty, U. of Wisconsin (WHA Madison); Mr. Siegel, New York's Municipal Broadcasting System (WNYC New York).

The Jefferson series, NAEB announced, will be broadcast by the NAEB Tape Network, cooperative organization of educational stations, and will also be offered to commercial stations for use on a sustaining basis. The programs will be made available to United Nations Radio, Voice of America, BBC, CBC, Australian Broadcasting Co. and All-India Radio.

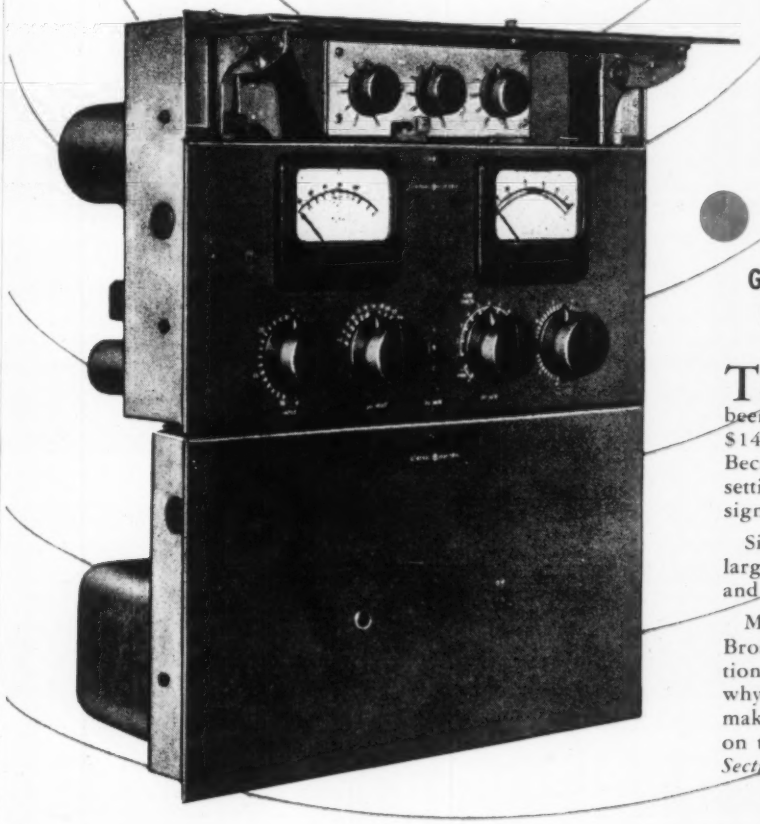
Commenting on the series, Mr. Probst said:

We are engaged in producing programs of the quality of 'Henry V', or Sherwood's 'Abraham Lincoln in Illinois,' or MacLeish's 'The Fall of the City.' We are trying to produce programs that are 'consumer durables.' We are trying to produce programs that can be rebroadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener.

We are doing this really against the whole current of American writing and American commercial radio, which are devoted to the production of programs that are really 'consumer perishables.' —At no previous time in American radio has there been an occasion when anybody had the funds, or thought it was worthwhile to try to create an outstanding series of programs about Jefferson, or about any other outstanding American. . . .

"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

Sherm Marshall, General Manager, WOLF, Syracuse, N. Y.



General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

THIS G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: *General Electric Company, Section 272-28, Electronics Park, Syracuse, New York.*

**Price today slightly higher.*

. . . Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

. . . Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Muir, Station Engineer

You can put your confidence in— **GENERAL ELECTRIC**

Feature of the Week

(Continued from page 16)

a dinner given by NBC at the Ansley Hotel, Atlanta, on July 9, to which executives of Colonial Stores and WSB were invited.

In a speech to dinner guests, Joseph Seitz, president of Colonial Stores, noted that the promotion, to his knowledge, represented the first such effort ever undertaken by network radio. He praised this new advertising pattern and prophesied that it would be followed by other similar ventures.

Fred N. Dodge, NBC merchandising director, told the group that this initial undertaking was experimental and designed to test whether it could be used with other retailers. He stressed that the success of such a promotion is dependent, to a large extent, upon support of the local network affiliates.

Other speakers included W. C Mozely, vice president in charge of the southern division of Colonial Stores; Harris Dodd, general sales manager of Colonial Stores, and John M. Outler Jr., general manager of WSB.

Plans for the promotion were evolved initially during a discussion of merchandising problems by J. T. McConnell, general merchandiser of Colonial Stores; Frank Gaither, station manager of WSB, and Loy R. Lee, NBC's Atlanta merchandising representative.

air-casters

ERNEST HARTMAN, NBC and previously production manager of WNEW New York, appointed assistant program director of WCBS New York, effective Aug. 4.

LINDSEY NELSON, former director of football for Liberty Broadcasting System, to NBC-TV as assistant director of sports.

DAVID M. CAMERER, former director of sports program development in radio-TV department of McCann-Erickson, to NBC-TV as coordinator of NCAA football television coverage.

PETE WARD, WARE Ware, Mass., to WCCM Lawrence, Mass., replacing **NICK CARUSO** who has retired. **ERNIE LaBRANCHE,** news editor, WCCM, promoted to program director.

ANTHONY ROMEO, promoted to chief of Italian production, WOV New York.

WARREN WIGHTMAN, Syracuse U. Television Center graduate, to TV staff, Johns Hopkins U., Baltimore, to assist with production of *The Johns Hopkins Science Review.*

FRANK J. HOWARD, salesman, WJAR (TV) Providence, R. I., appointed head of newly created promotion department.

BOB MEHRMAN, WCCM Lawrence, Mass., to WTAO Cambridge.

DOUG STAPLES to WCAV Norfolk, Va., on production staff.

BILL ASHWORTH, sales promotion director, WSLS Roanoke, Va., to WSPD-AM-FM Toledo as merchandising director.

BILL MARTIN to WSYR Syracuse on announcing staff.

JOAN BANKS, Hollywood radio actress, assigned role in 20th Century-Fox feature film, "Top Man."

ROBERT L. FINN, CBS Pacific Network sales promotion department, received 1952 Merit Award for "outstanding community service in behalf of polio stricken children" from Sister Kenny Polio Foundation.

EEA JOHNSON to KMBC-KFRM Kansas City, Mo., for morning women's program, *The Happy Home.*

Mrs. Johnson

TOM FREEMAN and **ROGER BELL** to KCOW Alliance, Neb., as announcer - operator and announcer-copywriter, respectively.

KIT TYSON, writer, WBAL Baltimore, appointed assistant publicity director for WBAL-AM-TV.

JERRY CROCKER, disc jockey, WERE Cleveland, Ohio, to WJBK-AM-TV Detroit.

CHUCK DARGAN, program assistant, WNBK (TV) Cleveland, promoted to staff director for NBC-TV.

BRUCE MORTON, news staff, WORL Boston, transfers to announcing staff.

WILLIAM WALKER, Hollywood radio actor, assigned role in M-G-M feature film, "The Girl Who Had Everything."

EOB LEE, sports director, KCOK Tulare, Calif., named program director and promotion manager. **JAY BALLARD,** announcer, KBIS Bakersfield, Calif., joins KCOK in similar capacity.

JOANNE WHEATLEY KANNER, singing star, *Fred Waring Show,* mother of girl, July 17.

BADEN POWELL, associate director on MBS-Don Lee *Family Theatre,* father of boy, Dennis Baden, July 12.

PERRY CHAPMAN, editing department, KNX Hollywood, father of girl, July 16.

ALYCE LAWSON, assistant to **AL MAYNARD,** purchasing agent, ABC Hollywood, and **AL TEANEY,** head of special effects, KECA-TV Los Angeles, were married July 27.

FELIX LANDAU, art critic on KECA-TV Hollywood *Al Jarvis Show,* father of boy, Jeffery Steven, July 15.

FRED HEGELUND, stage manager, KNBH (TV) Hollywood, and Gloria Lentz were married June 30.

LOU CROSBY, announcer on NBC-TV *Mayor of Hollywood,* father of girl, July 17.

HARRIETT PERRY, WSB-TV Atlanta, and Robert Fant were married July 20.

LON FISBACK, assistant production coordinator, KTLA (TV) Hollywood, father of boy, Gary Stephen, July 19.

TED B. SAWYER, promotion manager of WKNE Keene, N. H., father of girl, Kathi Lorraine, July 12.

DAVID RIDDLE, WTVJ (TV) Miami film editor, and Mildred Juett were married July 12.

TOM MANESS, continuity supervisor, WPTF Raleigh, N. C. father of girl, Susan Lee, June 23.

ALBERT CORNWELL, audio director, WTVJ (TV) Miami, and Anne Prather were married July 11.

News . . .

JOE WEEKS, CBS Radio announcer and sports reporter, to WIBC Indianapolis, as writer and broadcaster of news series.

CURT BEYER appointed news director, WLYC-AM-FM Williamsport, Pa.

FORREST MORGAN appointed news editor, WCCM Lawrence, Mass.

RECRUITING

Grant To Seek Contract

GRANT Advertising Inc., which currently handles the U. S. Army and Air Force recruitment advertising program, will compete for a new contract after Oct. 1, it was revealed last week.

Notice of the agency's intention to enter a competitive bid for the $1 million '53 media pact was given by Edwin F. Lewis, vice president and general manager of Grant's Washington office.

New contract will be negotiated within the next two months, with a briefing session scheduled for interested agencies at the Pentagon in Washington this Wednesday. Over 90 agencies with annual domestic billings of $5 million or more are eligible for the competition. Deadline on applications is Aug. 15 [B•T, July 21].

Grant's contract—the agency has handled the recruiting program since Jan. 1, 1950—has been extended to Oct. 1. A drive for Air Cadets enlistments is now underway, with $216,000 made available July 1 for advertising. Radio spots will account for $40,000—or roughly 20%—of the sum, and printed media will derive $149,000.

Radio-TV campaigns were allotted $128,000 in funds obligated from July 1, 1951 to June 30, 1952, plus the new $40,000 after last July 1. First two enlistment drives this year for Air Cadets, WACs, student nurses and other enlistments consumed $550,000 and $150,000 for all media [B•T, March 17, Feb. 11].

In announcing the agency competition, the Defense Dept. explained that the 1952 recruiting program was "very limited because of restrictions on advertising funds" and must be "re-initiated this year under a somewhat reduced budget." Contract negotiations now will assure continuity of the new program "without interruption next (1954) fiscal year," the announcement said.

Results... Results... Results... In the RICH MIDWEST

Dishpans or Mink Coats— KMTV Sells Them in Omaha

Sales for the 1952 J. L. Brandeis "Housewares Fair" enjoyed a 30% increase over the record set in 1951. Mr. Meyer Rubin, Merchandise Mgr. of the Home Furnishings Dept. attributes a great part of the success to the way the "Fair" was advertised and publicized over KMTV, and said that KMTV will play an important part in future advertising planning.

Mr. Thomas Vaughan, Mgr. of Thomsen Furriers, Omaha says: "We felt that we should add TV to the Spring Fur Storage campaign. One spot per week for 6 weeks was purchased on KMTV—the only change from our '51 schedule. Results: We had more Spring business and more new customers than in any previous year. KMTV really paid off!"

For the Best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.

KMA Gets Results in the Rural Midwest!

Two more examples from the KMA "Results" file:

KMA placed *second* in the nation on a list of 52 of America's most powerful radio stations (including many 50,000 watt metropolitans) used last spring in a nationwide rug catalog campaign for Olson Rug Company of Chicago. KMA carried the campaign for 12 weeks—the first place station (a Chicago 50,000 watt station) only 3 weeks.

KMA placed *first* in a special one week (April, 1952) campaign for Tidy House Products Company of Omaha. The campaign was carried by over 50 leading radio stations. KMA pulled 5,561 premium orders to lead the entire list of stations with the low cost-per-order of LESS THAN 1/2c EACH!

KMA can sell *your* product to the rural or small town midwesterner, too. Contact Avery Knodel or KMA today!

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC.

MAY BROADCASTING COMPANY

JULY 28, 1952

TELECASTING

IN THIS ISSUE

Newest Television Applications
Page 56

Latest Set Count By Markets
Page 66

Report on Film Activities
Page 71

in our 7th year

ROOFS ARE BARE BUT SCREENS ARE GLOWING

Estimating TV sets—available audience—in an area usually means "counting noses"—*counting the TV aerials that dot the rooftops.* In Toledo it's different—here you won't see many rooftop aerials—yet 7 out of 10 homes have TV sets tuned to WSPD-TV. A recent survey by Toledo University proved conclusively that Northwestern Ohio's a ONE STATION-CAPTIVE AUDIENCE market—*by preference* . . . 90% of the 185,000 set owners prefer WSPD-TV. Here's an audience that stays tuned—no hop scotching the dial so your commercial is missed. Rabbit ears, built in aerials—actually a ONE CHANNEL dial—gives you the big TV audience in this BILLION DOLLAR MARKET when you buy WSPD-TV—the "Speedy" way to sales in Toledo and Northwestern Ohio.

TV WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

DALLAS VOTES WFAA-TV FIRST AGAIN!

In a special survey made by C. E. Hooper, Inc., during the recent Republican convention all three Dallas-Fort Worth channels had identical programming. Dallas viewers gave WFAA-TV a rousing vote of approval. Hooperatings for the television trio are as follows:

	SETS IN USE	SHARE OF AUDIENCE		
		WFAA-TV	Channel "B"	Channel "C"
Morning:	36.7	63.7	27.4	8.9
Evening:	50.8	46.2	44.4	9.4

In a survey made by the Southwest Research Bureau* during the same telecast periods, Dallas and Fort Worth viewers voted as follows:

	SETS IN USE	SHARE OF AUDIENCE		
		WFAA-TV	Channel "B"	Channel "C"
Morning:	29.4	42.8	28.1	29.1
Evening:	60.9	36.5	32.1	31.4

*Under the direction of J. A. Fitzpatrick, director of research for WFAA-TV.

CHANNEL 8
WFAA-TV
First in Dallas
NBC - ABC - DUMONT

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TELECASTING

JULY 28, 1952

MORE GRANTS ISSUED

By LARRY CHRISTOPHER

FIRST TERRITORIAL grant was made by FCC at its regular meeting last Wednesday as the Commission issued the 19th post-thaw construction permit to WKAQ San Juan, P. R., for commercial Channel 2 there.

At the same time, the Commission made its initial educational authorizations, granting permits for four noncommercial stations to Kansas State College at Manhattan, Kan., and the New York State Board of Regents at Albany, Buffalo and Rochester, but public notice was delayed until Friday (see AT DEADLINE).

Notifications of mutually-exclusive applications, indicating necessity for comparative hearings, were sent by the Commission to Jose Ramon Quinones (WAPA San Juan) and American Colonial Broadcasting Corp. (WKVM San Juan), both seeking Channel 4 there; to Island Broadcasting Co. (KILA Hilo, Hawaii) and Advertiser Pub. Co. (KGU Honolulu), both seeking Channel 4 at Honolulu, and to Pacific Frontier Broadcasting Co. (KULA Honolulu) and Royaltel, both seeking Channel 2 at Honolulu.

UHF Channel Changes

Notices also were issued by the Commission for UHF channel changes in a number of cities to correct certain UHF channel allocations set forth in the Sixth Report and Order which do not meet the minimum mileage separation requirements [B•T, April 14].

These included: (1) Notices of proposed rule making to change UHF channels in nine cities and to "freeze" application processing for the channels affected in 10 cities pending finalization of these changes; (2) an order staying the effective date of FCC's July 11 grant of a permit for Channel 30 at New Britain, Conn., to WKNB there, pending completion of a change proposed at North Adams, Mass., and (3) memorandum opinion and orders making changes in the allocations table for certain UHF channels at Baltimore, Harrisburg, Reading, Youngstown and Warren, Ohio, to become effective 30 days after publication in the *Federal Register*.

Comr. Robert F. Jones dissented in the channel change actions for the same reasons he opposed the Sixth Report.

FCC made 18 initial commercial grants—the first in more than 3½ years—at special meetings on July 11 [B•T, July 21, 14]. The first action was a triple grant to Denver—to KFEL-TV, KVOD-TV and Empire Coil Co.—and KFEL-TV commenced interim operation July 18, just a few hours after receipt of special temporary authority from FCC (see story page 72).

KFEL-TV, as the result of RCA's "operation airlift" which flew into Denver the necessary men and equipment, thus became the first post-thaw TV station to commence operation and is the 109th U. S. station in operation. KFEL-TV is assigned Channel 2.

KVOD-TV Revises Plans

Meanwhile, KVOD-TV, assigned Channel 9 and which earlier hoped for an early fall commencement date, last week was reported planning to simulate KFEL-TV's interim operation and hopes to commence service within the next fortnight. Special FCC authority is to be requested and RCA technicians also are cooperating with KVOD-TV to help make equipment installations on Lookout Mt. near the KFEL-TV site.

In other television actions last week, FCC filed motions for dismissal of several appeals of the Sixth Report pending in the U. S. Court of Appeals for the District of Columbia on grounds that petitions for reconsideration in these cases are also before the Commission, hence the court cannot take jurisdiction until completion of the FCC proceedings.

AGREEING on showing of two NBC-TV film programs, *Dangerous Assignment* and *Hopalong Cassidy*, on TV in Italy, are (l to r) Franco Passigli, U.S. TV representative for Radio Audizione Italia; Robert W. Sarnoff, vice president in charge of NBC's new TV film division, and John B. Cron, NBC-TV film syndication sales manager. Showings start next Jan. 1.

Five Appeals Pending

The appeals involved are those of Evangeline Broadcasting Co. (KVOL Lafayette, La.), Matta Broadcasting Co. (WLOA Braddock, Pa.), Radio Wisconsin Inc. (WISC Madison) and Peoples Broadcasting Co. (WLAN Lancaster, Pa.).

The U. S. Court of Appeals, Third Circuit, Philadelphia, respecting the Sixth Report appeal of WWSW Pittsburgh pending there, on Monday granted FCC's motion for additional time until August 29 in which to file the record of the allocation case. WWSW has challenged FCC's failure to allocate Channel 4 to the Pittsburgh area [B•T, June 16, 9].

WMT Cedar Rapids, Iowa, applicant for Channel 2 there, meanwhile has petitioned FCC to dismiss the competitive bid of KSTT Davenport, Iowa, also seeking Channel 2 at Cedar Rapids, on grounds the KSTT bid shows financial inadequacy and hence is defective.

FCC's 19th commercial permit for Channel 2 at San Juan, granted to El Mundo Broadcasting Corp., licensee of WKAQ there, specifies effective radiated power of 100 kw visual and 50 kw aural. Antenna height above average terrain will be 1,280 ft.

Estimated cost of construction is $463,355 with first year operating cost $300,000 and revenue $200,000. Angel Ramos is president and sole owner of the grantee.

Empire Coil Withdraws

Empire Coil Co., new UHF grantee at Denver and Portland, has had an application pending for Channel 2 at San Juan but withdrew the bid on July 17, FCC records show.

In its notice of proposed rule making to change channels in nine cities, FCC invited comments to be filed by August 18, with replies thereto within another 10 days. The Commission proposes to make these changes:

City	Channel Number	
	Delete	Add
Wilmington, Del	53	83
Elberton, Ga.	16	24
Fort Wayne, Ind.	21	69
Lexington, Ky.	33	64
Fall River, Mass.	40	68
North Adams, Mass.	15	74
Lima, Ohio	41	73
Allentown, Pa.	45	67
Newberry, S. C.	37	70

Pending a determination of this proceeding, FCC ruled there will be no processing of applications for stations in these cites on the channels proposed to be deleted, or related channel assignments in the following cities: Allentown, Pa., 39; Greenville, S. C., 23; Lima, Ohio, 35; Winchester, Ky., 37; Cincinnati, Ohio, 48; New London, Conn., 26; New Britain, Conn., 30; Fort Wayne, Ind., 27; Wilmington, Del., 59; and Greenville, S. C., 23.

In the light of these changes to correct minimum spacing errors, FCC proposes to amend the table of assignments contained in Sec. 3.606 of its rules in the following manner:

City	Channel Number
Delaware	
Wilmington	12, *59–, 83+
Florida [1]	
Orlando	6–, 9, 18 *24–
Tallahassee	*11–, 24, 51
Georgia	
Elberton	24+
Indiana	
Fort Wayne	*27+, 33–, 69
Kentucky	
Lexington	27–, 64
Massachusetts	
Fall River	46–, 68
North Adams	74+
Ohio	
Lima	35–, 73
Pennsylvania	
Allentown	39, 67
South Carolina	
Newberry	70

[1] These changes, required by the proposed shift in the Elberton, Ga., assignment, are merely with respect to offset requirements of Channel 24 in Orlando and in Tallahassee.

The channel changes to become effective 30 days after publication in the *Federal Register* are as follows:

City	Channel Number	
	Delete	Add
Baltimore, Md.	30	60
Harrisburg, Pa.	33	55
Reading, Pa.	55	33
Youngstown, Ohio	33	21
Warren, Ohio	21	67

The table of assignments would

(Continued on page 58)

Television Grants and Applications July 18-24

(† Indicates pre-thaw application re-filed.)

NEW STATION GRANT

SAN JUAN, P. R.—El Mundo Bcstg. Corp. (WKAQ), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,279 ft., above ground 300 ft. Estimated construction cost $463,355, first year operating cost $300,000, revenue $200,000. (For details about applicant, see TV Applications. [B•T, July 7.])

SET FOR HEARING

SAN JUAN, P. R.—Ordered hearing for Jose Ramon Quinones (WAPA) and American Colonial Bcstg. Corp. (WKUM), both seeking Ch. 4.

HONOLULU, Hawaii—Ordered hearing for Island Bcstg. Co. (KPOA) and Advertiser Publishing Co., both seeking Ch. 4; Pacific Frontier Bcstg. Co. (KULA) and Royaltel, both seeking Ch. 2.

PROPOSED CHANNEL SHIFTS

The Commission issued notice of proposed rule making and memorandum opinion and orders to correct assignments in the Table of Assignments which do not meet separation requirements. See story page 55.

GRANTED STA

KFEL-TV Denver, Col.—Eugene P. O'Fallon Inc. Granted temporary authority for new TV station [B•T, July 21, 14] to operate commercially on interim basis for 60 days on VHF Ch. 2 (54-60 mc) with 500 w transmitter (ERP about 1.68 kw visual) and composite antennas employing horizontal dipole and reflector mounted 25 ft. above ground (about 703 ft. above average terrain). Sec. 3.687, (b) (7) and (c) (5), of rules waived pending delivery of suitable frequency and modulation monitoring equipment. Granted July 18.

APPLICATIONS

(Listed by States)

† MONTGOMERY, Ala. — Southern Bcstg. (WJJJ), UHF Ch. 32 (578-584 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 426 ft., above ground 500 ft. Estimated construction cost $222,400, first year operating cost $200,000, revenue $270,000. Post Office address 115½ Commerce St., Montgomery. Studio location 115½ Commerce St. Transmitter location Coosada Ferry Rd., 3½ mi. N of Montgomery. Geographic coordinates 32° 27' 20" N. Lat., 86° 17' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Joseph G. Mathews** (33⅓%), Vice President **E. Judkins Mathews** (33⅓%) and Secretary-Treasurer **John C. Mathews** (33⅓%).

PHOENIX, Ariz. — KOY Bcstg. Co. (KOY), VHF Ch. 10 (192-198 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 346 ft., above ground 500 ft. Estimated construction cost $277,147, first year operating cost $291,977, revenue $315,536. Post Office address: P. O. Box 2671, Phoenix, Ariz. Studio location: 840 N. Central Ave. Transmitter location: 12th St. and Camelback Road. Geographic coordinates: 33°, 30' 30" N. Lat., 112° 03' 29" W. Long. Transmitter GE, antenna GE. Legal counsel **Loucks**, Zias, Young & Jansky, Washington. Consulting engineer Jay E. Tapp, Washington. Principals include President **John L. Hogg** (20%), Vice President **Albert D. Johnson** (20%), Vice President **Glenn Snyder** (20%), Treasurer **George R. Cook** (20%) and Secretary **John R. Williams** (20%).

LITTLE ROCK, Ark. — Arkansas Bcstg. Co. (KLRA), VHF Ch. 11 (198-204 mc); ERP 52.8 kw visual, 26.4 kw aural; antenna height above average terrain 1,282 ft., above ground 674 ft. Estimated construction cost $391,609, first year operating cost $236,148, revenue $267,420. Post Office address P. O. Box 550, Little Rock, Ark. Studio location 7th and Spring Streets. Transmitter location on Highway 10, 13 mi. NW of Little Rock. Geographic coordinates 34° 47' 48" N. Lat., 92° 29' 40" W. Long. Transmitter GE, antenna GE. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Principals include President **J. N. Heiskell**, Vice President **Carroll McGaughey** and Secretary-Treasurer **Hugh B. Patterson Jr. Gazette Publishing Co.**, Little Rock, holds 88.8% of stock, and **Myonne Stueber Scheid**, as trustee for Mylissa Stueber Scheid, holds 11%.

FRESNO, Calif.—The McMahan Co., UHF Ch. 53 (704-710 mc); ERP 118 kw visual, 59 kw aural; antenna height above average terrain 1,901 ft., above ground 191 ft. Estimated construction cost $388,670, first year operating cost $230,000, revenue $210,000. Post Office address: 945 Van Ness Blvd., Fresno, Calif. Studio location to be determined. Transmitter location: halfway between Auberry and Pine Ridge, 4.5 mi. West of Pine Ridge. Geographic coordinates: 37° 04' 39" N. Lat., 119° 25' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Robert O. McMahan**, Secretary-Treasurer **George T. McMahan** and **Robert C. Holding**. Sole stockholder of applicant is McMahan Furniture Co., which owns 10 furniture stores in central California. Robert O. McMahan is 50% owner and George T. McMahan is 25% owner of McMahan Furniture Co.

SACRAMENTO, Calif.—Maria Helen Alvarez, UHF Ch. 40 (626-632 mc); ERP 212 kw visual, 106 kw aural; antenna height above average terrain 1,290 ft., above ground 191 ft. Estimated construction cost $248,000, first year operating cost $204,000, revenue $186,000. Post Office address: 2902 East 31st St., Tulsa, Okla. Studio location to be determined. Transmitter location: atop Pine Hill, 10 mi. West of Placerville, Calif. Geographic coordinates: 38° 43' 10" N. Lat., 120° 59' 22" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John Creutz, Washington. Sole owner is **Marie Helen Alvarez** 15% owner of KOTV (TV) Tulsa, Okla., and 50% owner of General Television Inc., which has recently requested FCC approval to buy KOTV (TV) from its present licensee. Cameron Television Inc. [see B•T, May 12].

† COLORADO SPRINGS, Col.—Pikes Peak Bcstg. Co. (KRDO), VHF Ch. 13 (198-204 mc); ERP 11.3 kw visual, 5.6 kw aural; antenna height above average terrain —621 ft., above ground +465 ft. Estimated construction cost $237,009, first year operating cost $163,190, revenue $211,110. Post Office address: Alta Vista Hotel, 118 North Cascade Ave., Colorado Springs, Col. Studio location to be determined. Transmitter location: near intersection of South Eighth and Coatilla Streets. Geographic coordinates: 38° 49' 42" N. Lat., 104° 50' 15" W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President **Joseph H. Rohrer** (51%), Vice President and Treasurer **William J. Gregory** (30%) and Secretary **Paul C. Crozier** (1%).

BRIDGEPORT, Conn. — Harry L. Liftig, UHF Ch. 49 (680-686 mc); ERP 99.3 kw visual, 49.6 kw aural; antenna height above average terrain 658 ft., above ground 480 ft. Estimated construction cost $223,600, first year operating cost $125,000, revenue $100,000. Post Office address: 40 Platt St., Ansonia, Conn. Studio location to be determined. Transmitter location: on Booth Hill, 6.9 mi. North of center of Bridgeport. Geographic coordinates: 41° 16' 45" N. Lat., 73° 11' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Millard M. Garrison, Washington. Sole owner is **Harry L. Liftig**, treasurer of Samuel J. Liftig Inc. (metal and industrial supplies), Ansonia, Conn.

WASHINGTON, D. C. (Silver Spring, Md.)—Capital Bcstg. Co. (WWDC), UHF Ch. 20 (506-512 mc); ERP 78 kw visual, 44.2 kw aural; antenna height above average terrain 450 ft., above ground 458 ft. Estimated construction cost $171,000, first year operating cost $113,800, revenue $104,000. Post Office address: 1627 K St., N.W., Washington 6, D. C. Studio and transmitter location: 8800 Brookville Road, Silver Spring, Md. Geographic coordinates: 39° 00' 02" N. Lat., 77° 03' 20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Joseph Katz** (55%), Vice President and General Manager **Ben Strouse** (21½%) and Secretary **Charles M. Harrison** (21½%). **The Joseph Katz Co.**, Baltimore, Md., holds 40% of stock.

† ORLANDO, Fla.—Orlando Bcstg. Co. (WDBO) VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 336 ft., above ground 370 ft. Estimated construction cost $330,874, first year operating cost $211,552, revenue $376,880. Post Office address 30 S. Ivanhoe Blvd., Orlando. Studio location 30 S. Ivanhoe Blvd. Transmitter location 222 Hazard St., Orlando. Geographic coordinates 28° 35' 18" N. Lat., 81° 22' 52" W. Long. Transmitter GE, antenna GE. Legal counsel George O. Sutton, Washington, D. C. Consulting engineer George C. Davis, Washington, D. C. Principals include President **Harold P. Danforth** (8%), Vice President and Secretary **J. Thomas Gurney** (13%), Vice President **James E. Yarbrough** (8%) and Mr. and Mrs. **J. Thomas Gurney** (15.87%). **George C. Johnston** estate owns 52% of applicant; Meredith Mallory and Addison L. Williams are executors.

WEST PALM BEACH, Fla.—W. J. N. O. Inc. (WJNO), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 527 ft., above ground 569 ft. Estimated construction cost $285,346, first year operating cost $120,000, revenue $125,000. Post Office address: P. O. Box 189, West Palm Beach, Fla. Studio location: 1500 North Flagler Drive. Transmitter location: on Prosperity Farm Road, 0.75 mi. North of village of Lake Park. Geographic coordinates: 26° 49' 07" N. Lat., 80° 04' 30" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **I. T. Cohen**, Vice President and Treasurer **J. Stanley O'Neill** (30%), **Mrs. Betty Beacham** (28 2/3%), **George H. Buck** (22 2/3%), **Sydney King Russell** (10%) and **Adrian C. Leiby** (8 2/3%).

ALBANY, Ga. — Herald Publishing Co. (WALB), VHF Ch. 10 (192-198 mc); ERP 52 kw visual, 26 kw aural; antenna height above average terrain 551 ft., above ground 537 ft. Estimated construction cost $182,330, first year operating cost $150,000, revenue $143,000. Post Office address: 138 Pine Ave., Albany, Ga. Studio location: 138 Pine Ave. Transmitter location: U. S. 19, 4.4 mi. North of Albany city limits. Geographic coordinates: 31° 40' 16" N. Lat., 84° 10', 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **James H. Gray** (79.4%), Secretary-Treasurer **Mrs. Martha M. Nall** (0.26%) and **Mrs. W. B. Haley**, executrix of estate of W. B. Haley (9.33%).

AUGUSTA, Ga.—Garden City Bcstg. Co. (WAUG), VHF Ch. 6 (82-88 mc); ERP 50.2 kw visual, 25.1 kw aural; antenna height above average terrain 616 ft., above ground 583 ft. Estimated construction cost $315,811, first year operating cost $275,000, revenue $250,000. Post Office address: Bon Air Hotel, Augusta, Ga. Studio and transmitter location at corner of Walton Way and Hickman Road. Geographic coordinates: 33° 28' 37" N. Lat., 82° 00' 41" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Partners **Melvin Davis** (50%), **Chester H. Jones** (25%) and **George C. Nicholson** (25%).

DOUGLAS, Ga. — WDMG Inc. (WDMG), UHF Ch. 32 (578-584 mc); ERP 17.7 kw visual, 8.8 kw aural; antenna height above average terrain 505 ft., above ground 544 ft. Estimated construction cost $192,880, first year operating cost $50,000, revenue $50,000. Post Office address: P. O. Box 590, Douglas, Ga. Studio and transmitter location: 620 E. Ward St. Geographic coordinates 31° 30' 32" N. Lat., 82° 50' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is **B. F. J. Timm.**

WAYCROSS, Ga.—Teletronics Inc. (WACL), UHF Ch. 16 (482-488 mc); ERP 18.7 kw visual, 12.7 kw aural; antenna height above average terrain 478 ft., above ground 498 ft. Estimated construction cost $101,200, first year operating cost $80,000, revenue $80,000. Post Office address P. O. Box 858, Waycross, Ga. Studio and transmitter location 1 mi. NW of Georgia Highway 38, and ½ mi. East of Satilla River. Geographic coordinates 31° 15' 36" N. Lat., 82° 19' 35" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include **James S. Rivers** (51%), **Denver Brannon** (33%) and **Doris R. Rivers** (16%).

† SPRINGFIELD, Ill. — WCVS Inc. (WCVS), VHF Ch. 2 (54-60 mc); ERP

Addenda to TV Applications

TYPOGRAPHICAL and clerical corrections to reports of TV applications published in BROADCASTING • TELECASTING since April 14 are presented herewith. The changes are listed by date of issue, page number and city in which the respective applicant has filed for a new TV station.

B•T, June 2

Page 68—St. Joseph, Mo., KFEQ Inc. (KFEQ). Application should be listed as amended.

B•T, June 9

Page 62—Cleveland, United Bcstg. Co. (WHK). Loucks, Zias, Young & Jansky should be listed as Washington attorney instead of Hanson, Lovett & Dale.

B•T, June 16

Page 75—Peoria, Ill., Peoria Bcstg. Co. (WMBD). Principals Carl P. Slane, Francis P. Slane and Elizabeth P. Talbott are incorrectly listed as being officers of Peoria *Morning Star*.

B•T, June 23

Page 76—Austin, Minn., Cedar Valley Bcstg. Co. (KAUS). Application should be listed as amended.

B•T, June 30

Page 52—Waterbury, Conn., WATR Inc. (WATR). Application should not be listed as amended.

Page 62—Evansville, Ind., Evansville Television Inc. Delete reference to KPHO. Applicant is not licensee of any existing station. KPHO-AM-TV Phoenix, Ariz., is owned by Meredith Pub. Co.

Page 62—Springfield, Ill., Sangamon Valley Television Corp. Application should be listed as amended.

Page 63—Bay City, Mich., Saginaw Bcstg. Co. WSAM Saginaw, Mich., licensed to applicant, is incorrectly identified as located at Bay City.

Page 68—Chattanooga, Tenn., Mountain City Television Inc. Application should be listed as amended.

Page 68—Knoxville, Tenn., Mountcastle Bcstg. Co. (WROL). Application should be listed as amended.

Page 85—Richmond, Va., Larus & Bro. Co. (WRVA). WRVC (FM) Norfolk, licensed to applicant, was incorrectly listed at Richmond. ERP of proposed TV station should be given as 316 kw visual and 158 kw aural instead of 50 kw visual and 25 kw aural. Principals should be listed as William

(Continued on page 73)

6.11 kw visual, 3.04 kw aural; antenna height above average terrain 426 ft., above ground 426 ft. Estimated construction cost $125,058, first year operating cost $134,370, revenue $150,000. Post Office address: 523 East Capitol Ave. Springfield, Ill. Studio location: 523 East Capitol Ave. Transmitter location: 3000 South 4th St. Geographic coordinates: 39° 35' 41" N. Lat., 89° 39' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer E. W. Jacker, Elmhurst, Ill. Principals include President **Harold L. Dewing** (25%), Vice President **A. W. Shipton** (1%) and Secretary **L. G. Pefferle** (25%).

SPRINGFIELD, Ill.—WMAY-TV Inc. (WMAY), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 505 ft., above ground 550 ft. Estimated construction cost $383,594, first year operating cost $325,000, revenue $385,000. Post Office address 504 East Monroe St., Springfield, Ill. Studio location 101 South Fifth St. Transmitter location near U. S. Highway 54, about 7½ mi. NE of Springfield, ½ mi. South of Spaulding. Geographic coordinates 39° 51' 42" N. Lat., 89° 32' 31.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Gordon Sherman** (20.6%), Vice President **Melvin Feldman** (15%), Vice President **Syl Binkin** (12.1%), Secretary-Treasurer **Robert Weiner** (19.1%), **Edward J. Barrett** (10%), **Sherrill C. Corwin** (10%), **Edward G. Burke Jr.** (10%) and **Ralph E. Stolkin** (10%).

EVANSVILLE, Ind.—W. R. Tuley, UHF Ch. 50 (686-692 mc); ERP 186 kw visual, 93 kw aural; antenna height above average terrain 514 ft., above ground 526 ft. Estimated construction cost $215,221, first year operating cost $195,000, revenue $200,000. Post Office address: 208 S. E. Riverside Drive, Evansville 8, Ind. Studio and transmitter location: at intersection of Mt. Auburn Road and Bismark St. Geographic coordinates: 37° 59' 21" N. Lat., 87° 35' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Harold D. Rothrock, Bedford, Ind. Sole owner is **W. R. Tuley,** 50% owner of Tuley & Carter (drilling contractors and oil producers), Evansville, Ind.

FORT WAYNE, Ind.—Radio Fort Wayne Inc. (WANE) (Modification of application), UHF Ch. 21 (512-518 mc); ERP 93.7 kw visual, 46.8 kw aural; antenna height above average terrain 425 ft., above ground 450 ft. Estimated construction cost $223,600, first year operating cost $201,500, revenue $229,950. Post Office address 1205 Fort Wayne Bank Bldg., Fort Wayne, Ind. Studio location 127 W. Berry St., Fort Wayne, Ind. Transmitter location 1200 block of Irene St. at corner of Irene and Ethel Streets. Geographic coordinates 41° 05' 51" N. Lat., 85° 09' 28" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. Bruce McConnell** (54.9%), Vice President **Robert B. McConnell** (0.09%), Second Vice President **Charles Kennedy,** Treasurer **Frank E. McKinney** (14.5%), Secretary **Earl H. Schmidt** (14%) and **Frank M. McHale** (9.4%). (For earlier application, see B•T, July 7.)

FORT WAYNE, Ind.—Westinghouse Radio Stations Inc. (WOWO) (Resubmitted), UHF Ch. 21 (512-518 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 462 ft., above ground 454 ft. Estimated construction cost $606,000, first year operating cost $986,000, revenue $886,000. Post Office address 1625 K St., N. W., Washington 6, D. C. Studio location 124 W. Washington Blvd. Transmitter location junction of U. S. Routes 30 and 33, 5 mi. NW of center of Fort Wayne. Geographic coordinates 41° 08' 48" N. Lat., 85° 12' 50" W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board **G. A. Price,** Vice President **J. E. Baudino** and Secretary **C. W. Pomeroy. Westinghouse Electric Corp.** is 100% owner of Westinghouse Radio Stations Inc.

TERRE HAUTE, Ind.—John R. Figg, VHF Ch. 10 (192-198 mc); ERP 27.2 kw visual, 13.6 kw aural; antenna height above average terrain 632 ft., above ground 637 ft. Estimated construction cost $294,500, first year operating cost $360,000, revenue $420,000. Post Office address: 510 Hawthorne Drive, Bloomington, Ind. Studio and transmitter location: 4 mi. SE from center of Terre Haute, 0.5 mi. West of Highway 46, near Mt. Pleasant Church. Geographic coordinates: 39° 25' 15" N. Lat., 87° 21' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Sidney V. Smith, Washington. Consulting engineer John J. Keel, Washington. Sole owner is **John R. Figg,** president and majority stockholder of John R. Figg Inc. (wholesale grocers), Bloomington, Ind.

COMPLETING arrangements whereby CBS-TV Film Sales will represent Bing Crosby Enterprises in the sale of film products for national and syndication service are (l to r) Charles B. Brown, BCE vice president for sales; Everett Crosby, BCE president; Merle S. Jones, CBS-TV vice president for owned stations and special services, and J. L. Van Volkenburg, CBS-TV president [B•T, July 21]

TOPEKA, Kan.—Alf M. Landon, UHF Ch. 42 (638-644 mc); ERP 88 kw visual, 50 kw aural; antenna height above average terrain 373 ft., above ground 395 ft. Estimated construction cost $235,345, first year operating cost $125,000, revenue $125,000. Post Office address National Bank of Topeka Bldg., Topeka. Studio location to be determined. Transmitter location 3.5 mi. WNW of State Capitol Bldg. Geographic coordinates 39° 04' 07" N. Lat., 95° 44' 12.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Sole owner is **Alf M. Landon,** 65% owner of KSCB Liberal, Kan., and independent oil producer.

HENDERSON, Ky.—Ohio Valley Television Co. (WSON), UHF Ch.50 (686-692 mc); ERP 25 kw visual, 12.5 kw aural; antenna height above average terrain 330 ft., above ground 342 ft. Estimated construction cost $154,788, first year operating cost $106,000, revenue $140,000. Post Office address: Route #3, Henderson, Ky. Studio and transmitter location: 2.5 mi. ESE of downtown Henderson on Zion Road. Geographic coordinates: 37° 49' 36" N. Lat., 87° 33' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **H. S. Lackey** (10%), owner of WSON Henderson; Vice President **Edwin P. Sapineley,** theatre owner and operator, and Treasurer **Leo King** (2%) attorney. **Citizens Theatre Co.,** Henderson, holds 60% interest in applicant; officials of Citizens Theatre Co. include President M. A. Lightman Jr., Vice President Leo King and Secretary-Treasurer W. E. McClure. **Malco Theatres Inc.,** Memphis, Tenn., holds 50% interest in Citizens Theatre Co.

LEXINGTON, Ky. — West-Bingham Television Co., UHF Ch. 27 (548-554 mc); ERP 252 kw visual, 148 kw aural; antenna height above average terrain 625 ft., above ground 546 ft. Estimated construction cost $239,188, first year operating cost $220,000, revenue $240,000. Post Office address 1133 Winchester Road, Lexington, Ky. Studio and transmitter location 1133 Winchester Road. Geographic coordinates 38° 02' 36" N. Lat., 84° 27' 46" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss, Washington. Principals include equal partners **James Edward West,** president and 51% owner of Ranch Motel, Lexington, and **C. H. Bingham,** president and 50% owner of Pikeville Oil & Tire Co., Pikeville, Ky.

BATON ROUGE, La.—Modern Bestg. Co. (WAFB) (Modification of application), UHF Ch. 28 (554-560 mc); ERP 216 kw visual, 114 kw aural; antenna height above average terrain 492 ft., above ground 500 ft. Estimated construction cost $278,293, first year operating cost $180,000, revenue $204,000. Post Office address: Guaranty Income Life Bldg., Baton Rouge, La. Studio and transmitter location: on corner of Government and Maximillian. Geographic coordinates: 30° 26' 35" N. Lat., 91° 10' 27" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Louis S. Prejean** (18.3%), Vice President **T. E. Gibbens** (4.5%), Secretary **Jack S. Burk** (14.9%), Treasurer **Francis H. Lee** (4.2%), **C. C. Barnard** (14.9%) and **Charles Lamar Jr.** (9.1%).

BATON ROUGE, La.—Tom Potter, UHF Ch. 40 (626-632 mc); ERP 278 kw visual, 139 kw aural; antenna height above average terrain 494 ft., above ground 500 ft. Estimated construction cost $393,807, first year operating cost $400,000, revenue $450,000. Post Office address: 1032 Life of America Bldg., Dallas, Tex. Studio location to be determined. Transmitter location: 2 mi. SE of center of Baton Rouge. Geographic coordinates: 30° 26' 12" N. Lat., 91° 09' 13" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Sole owner is **Tom Potter,** independent oil producer and applicant for UHF TV stations in Chattanooga, Tenn., Austin, Tex., and Beaumont, Tex.

SILVER SPRING, Md.—See Washington, D. C., listing.

BAY CITY, Mich.—James Gerity Jr. (WABJ), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 590 ft. Estimated construction cost $433,187, first year operating cost $325,000, revenue $275,000. Post Office address Deer Park, Adrian, Mich. Studio location to be determined. Transmitter location East side of Jones Rd. between Kinney and Brown Roads. Geographic coordinates 43° 29' 51" N. Lat., 83° 48' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Sole owner is **James Gerity Jr.**

MUSKEGON, Mich.—Versluis Radio & Television Inc., UHF Ch. 35 (596-602 mc); ERP 269 kw visual, 137 kw aural; antenna height above average terrain 972 ft., above ground 842 ft. Estimated construction cost $293,385, first year operating cost $225,000, revenue $258,322. Post Office address: 6 Fountain St., N. E., Grand Rapids, Mich. Studio location to be determined. Transmitter location: at intersection of Wilson St. and 16th Ave., 2 mi. East of Conklin. Geographic coordinates: 43° 07' 58" N. Lat., 85° 49' 52" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Lee G. Stevens. Sole owner is **Leonard A. Versluis,** president of Versluis Radio & Television Inc., owner of Special Services Co. and 50% owner of Versluis Studios. He is former licensee of WLAV - AM - TV Grand Rapids, Mich.

MINNEAPOLIS, Minn.—Twin Cities Bestg. Corp. (WDGY), VHF Ch. 9 (186-192 mc); ERP 288 kw visual, 170 kw aural; antenna height above average terrain 478 ft., above ground 604 ft. Estimated construction cost $400,000, first year operating cost $443,000, revenue $521,000. Post Office address: Nicollet Hotel, Minneapolis. Studio location: Nicollet Hotel. Transmitter location: Foshay Tower Bldg. Geographic coordinates: 44° 58' 30" N. Lat., 93° 16' 01" W. Long. Transmitter RCA, antenna RCA. Legal counsel Norman E. Joegensen, Washington. Consulting engineer John Creutz, Washington. Principals include President and Treasurer **Clarence T. Hagman** (25%), Vice President **Herman J. Lange** (25%), Vice President **George E. Lau** (25%) and Secretary-Treasurer **Clarence W. Levy** (25%).

JACKSON, Miss.—Rebel Bestg. Co. of Mississippi (WRBC), UHF Ch. 47 (668-674 mc); ERP 92.2 kw visual, 46.1 kw aural; antenna height above average terrain 312 ft., above ground 330 ft. Estimated construction cost $201,000, first year operating cost $180,000, revenue $180,000. Post Office address: P.O. Box 986, Jackson 5, Miss. Studio location: 125 S. Lamar St. Transmitter location: U. S. Highway 51, 1.5 mi. North of Jackson. Geographic coordinates: 32° 23' 03" N. Lat., 90° 09' 25" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **T. E. Wright** (32.5%), Vice President **W. B. McCarty** (20.9%), Secretary-Treasurer **J. W. Carlier** (7.5%), **W. B. McCarty Jr.** (6.3%), **Jane Brown McCarty Furr** (6.3%), **Betty McCarty Edwards** (6.3%) and **Mrs. Lucy Lacy** (7.5%).

+ CAPE GIRARDEAU, Mo.—Hirsch Bestg. Co. (KFVS), VHF Ch. 12 (204-210 mc); ERP 28.5 kw visual, 14.25 kw aural; antenna height above average terrain 500 ft., above ground 583 ft. Estimated construction cost $163,260, first year operating cost $147,780, revenue $180,099. Post Office address P. O. Box 275, Cape Girardeau. Studio and transmitter location 324 Broadway. Geographic coordinates 37° 18' 25" N. Lat., 89° 31' 22" W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Oscar C. Hirsch, Cape Girardeau. Principal owner is President **Oscar C. Hirsch** (98.66%).

+ CLAYTON, Mo. — The Lutheran Church—Missouri Synod (KFUO), UHF Ch. 30 (566-572 mc); ERP 173.5 kw visual, 90.4 kw aural; antenna height above average terrain 579 ft., above ground 536 ft. Estimated construction cost $590,158, first year operating cost $421,219; station to be non-commercial. Post Office address: 210 North Broadway, St. Louis, Mo. Studio and transmitter location: 801 DeMun Ave. Geographic coordinates: 38° 38' 14" N. Lat., 90° 18' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Rev. J. W. Behnken,** D.D., First Vice President **Rev. H. Herms,** D.D., Second Vice President **Rev. F. A. Hertwig,** D.D., and Third Vice President **Rev. Walter F. Lichtsinn,** D.D. Applicant is owned by The Lutheran Church—Missouri Synod.

(Continued on page 60)

Those Rabid Fans

REPUBLICAN National Convention did not deter the rabid sports fan from his interest in his favorite subject. As evidence that the GOP fireworks did not corral all the TV viewers, WOR-TV New York reported that *Sports Page,* a quiz program, pulled more than 900 letters. The show originates Wednesday night at Roosevelt Raceway between races.

More Grants Issued By FCC

(Continued from page 55)

thus be amended to read as follows:

	Channel Number
Maryland	
Baltimore	2+, 11—, 13+, 18, *24+, 60—
Ohio	
Warren	67+
Youngstown	21—, 27, 73—
Pennsylvania	
Harrisburg	27—, 55+, 71+
Reading	33+, 61—

In making the Baltimore, Harrisburg and Reading channel changes, FCC acted upon petitions tendered by Chesapeake Television Broadcasting Inc., applicant for Channel 18 at Baltimore; Lebanon Broadcasting Co. (WLBR), chief owner of applicant for Channel 15 at Lebanon, Pa.; Eastern Radio Corp. (WHUM), applicant for Channel 61 at Reading; Hawley Broadcasting Co. (WEEU), also Channel 61 applicant at Reading; WHP Inc. (WHP), Channel 33 applicant at Harrisburg; Baltimore Radio Show Inc. (WFBR), applicant for Channel 30 at Baltimore, and WITH-TV Inc., prospective Channel 18 applicant at Baltimore.

The Commission's memorandum opinion explained that in the Third Notice of Further Rule Making, issued in March 1951 [B•T, March 26, 1951], FCC proposed to assign Channels 15 and 30 to Lebanon and Baltimore, respectively, and Channels 18 and 33 to Baltimore and Harrisburg, respectively. These proposals were finalized in the Sixth Report, which also made firm the Commission proposal that minimum transmitter separations of 75 miles be used for UHF channels separated in frequency by 15 channels in order to avoid picture image interference.

FCC noted that since the distance between Harrisburg and Baltimore is 68 miles and Baltimore to Lebanon is 72 miles, the minimum spacing requirement for those channels has been violated in the assignment table.

Taking into account the channel changes proposed by Chesapeake Television to correct the situation, FCC said in view of the fact that "these proposals were contained in the petition for reconsideration properly filed in this proceeding and in view of the further fact that interested parties have had a full opportunity to submit any comments or counterproposals with respect to such proposals as they may have wished, we believe that it would be unnecessary at this time to go through the notice procedures set forth in Section 4 of the Administrative Procedure Act."

FCC, however, ruled it inappropriate at the time to consider Chesapeake Television's request for the assignment of an additional channel to Baltimore.

Respecting the petitioners' plea that the changes be made effective immediately in order to permit early processing of applications under the temporary processing procedure and city priority lists [B•T, May 26], FCC ruled the 30 days effective date is reasonable in order to permit prospective applicants to make transmitter site changes or other engineering alterations now that the channels are switched.

The channel changes ordered by the Commission at Youngstown and Warren were based upon a petition filed by Polan Industries, Channel 33 applicant at Youngstown.

FCC noted that the assignment of Channels 33 and 47 to Youngstown and Pittsburgh, respectively, violate the minimum separation requirement since the two cities are separated only 57 miles whereas a spacing of 60 miles between Channels 33 and 47 is required to avoid sound image interference.

The Commission's memorandum opinion noted that Polan Industries "has filed a letter requesting withdrawal of its petition for reconsideration. This withdrawal is apparently based on the belief that because petitioner has secured a transmitter site which would be more than 60 miles from Pittsburgh that the defect in the table of assignments referred to above has been cured and grants may be made in both Youngstown and Pittsburgh consistent with the standards prescribed in the Sixth Report. This is not the case. The Sixth Report makes it completely clear that in order for an assignment to appear in the table a minimum separation must be met on a city-to-city basis as well as on a transmitter site basis. And the fact that proposed transmitter sites were available which would be separated by more than the minimum distance from cities in which other assignments were being made was expressly rejected in the Sixth Report as a basis for making assignments in the table of assignments."

FCC took notice of the opposition filed by Warren Tribune Radio Station Inc. (WHHH) in which the TV applicant pointed out that the substitution of Channel 67 for 21 at Warren would require an amendment of its application. The Commission held, however, that Channel 67 would work as well as Channel 21 and that the transmitter site specified by WHHH would also work equally well for Channel 67.

In its motion to dismiss the appeals of KVOL, WLOA and WISC before the U. S. Court of Appeals for the District of Columbia, FCC acknowledged that the parties may appeal direct to the court since the Sixth Report was a final order. However, FCC charged that since they also petitioned FCC for reconsideration of the Sixth Report, they cannot "simultaneously" seek relief in both places.

Should the court find it does have jurisdiction over the cases at this time, FCC in the alternative asked the court "to postpone taking any action on petitioners' petitions until the Commission has had a reasonable time to complete its administrative determination by passing upon the petitions for reconsideration."

In an opposition to FCC's motion to dismiss the appeals, KVOL attacked FCC's alternative request and stated "a reasonable time for action on petitioner's request for reconsideration has already elapsed and further delay of this proceeding because of the Commission's lack of diligence would deny petitioner its right to timely judicial review."

In asking the court to dismiss the appeal of WLAN from the Commission's proposal to switch WGAL-TV Lancaster from Channel 4 to 8, FCC told the court, "It is clear . . . that while the Sixth Report does finalize the assignment of Channel 8 to Lancaster, nothing contained either in the Sixth Report and Order, or in the memorandum opinion and order issued in conjunction therewith, serves in any way to assign Channel 8 at Lancaster to WGAL-TV or in any other way to make any final disposition of that channel in a manner prejudicial to the claimed rights of the petitioner."

FCC contended that "on the contrary it indicated the way WLAN may raise the issue again by filing anew for Channel 8 under the Sixth Report. WLAN has re-filed for Channel 8, the court was told, and has petitioned FCC for comparative hearing with the WGAL-TV application.

FCC charged WLAN "is merely asking this court to order the Commission to do something that it is already doing and which was clearly contemplated in the memorandum opinion and order issued in conjunction with the Sixth Report."

The new procedure of notifying competitive applicants at San Juan and in Hawaii that their requests are mutually exclusive, rather than designating them for hearing outright, is in accord with the procedure required under the newly signed McFarland Act [B•T, July 21]. Under the new law, FCC must notify mutually exclusive applicants a hearing will be necessary and give them 30 days in which to reply.

The WMT petition, asking for dismissal of the KSTT application, charged the Davenport station's request is incomplete because "(1) The financial statements of each of the stockholders fail to show that each has current and liquid assets sufficient to meet his respective liabilities and, in addition, to indicate financial ability to loan the applicant the sum pledged. (2) No verified copy of the pledge agreement accompanies the application. (3) No details or other basis of operating costs and revenues are given as required."

SAMPLE of "Ultralite," whose use in the new WDAF radio and TV quarters in Kansas City was said to be the first large-scale successful soundproofing of television studios by glass fibre insulation material, is shown to WDAF Program Director Randall Jesse (center) and *Toast of the Town* M. C. Ed Sullivan by B. P. Murphy (l) of Gustin Bacon Mfg. Co., Kansas City, which produces the material.

DANISH TV PROGRAMMING

200 Video Families View 3 Hours Weekly

TELEVISION is truly an infant art in Denmark, where it began only last October. Today some 200 video families are offered three hours a week of sight-and-sound programs, emanating from a single studio in Copenhagen's Radio House, which public relations officers proudly describe as "the world's smallest TV studio."

Telecasts occur from 8-9 p.m. Tuesday, Thursday and Saturday. Program material is a combination of live and film, including newsreels, dramatic sketches, discussions of topics of public interest and household hints.

There are as yet no sports telecasts because the Danish State Radio, which controls all broadcasting, as yet has no remote pickup video equipment.

Also, state radio systems do not have the funds to meet the prices placed on video rights to sports events by their promoters. In Denmark the promoters are so afraid of even radio competition that they permit only the second half of an event to be broadcast.

The lone Danish TV studio is equipped with Philips Lab. apparatus, adapted for program use by engineers of the Danish State Radio. There are two iconoscope cameras for live pickups and one film camera for 35mm or 16mm films or slides. Picture standards are: 625 lines, 25 interlaced frames per second, negative modulation, broadcast at 62.25 mc with radiated power of picture transmitter 500 w and FM sound broadcast at 67.75 mc with radiated power of sound transmitter 200 w. The antenna is horizontally polarized.

License fees of 15 kroner (about $2.50) on radio sets and of 50 kroner (about $8) on TV sets support the Danish State Radio service which, in addition to its three hours of video entertainment a week, provides daily radio program service, FM as well as AM. There are some 1,250,000 licensed radio sets in Denmark.

FREELANCE TALENT

NLRB Indicates Policy

IN A SIGNIFICANT decision issued Friday, NLRB served notice it would not necessarily gear talent bargaining policy for individual TV stations to that laid down for television networks last fall.

The labor board dismissed a petition by Television Authority in which TvA sought to represent "all persons employed as talent on all live programs" broadcast over WEWS (TV) Cleveland, a Scripps-Howard video outlet.

A majority ruled, in effect, that WEWS is not an "employer" of freelance talent for collective bargaining. Hence, the performers are excluded from any bargaining unit sought by TvA. AFRA joined in seeking an election among employes.

A minority opinion challenged the decision as inconsistent with the board's ruling in last fall's case involving the major TV networks. This dispute touched on the celebrated CBS-TV *Amos 'n' Andy* issue, in which separate units were directed for employes appearing on live shows at the network's New York, Chicago and Los Angeles studios, and those engaged by CBS Television in production of motion pictures designed for television [B•T, Oct. 22, 1951].

While applying at the time only to CBS, the decision also set precedent for ABC-TV, DuMont TV Network, NBC-TV and WOR-TV New York (General Teleradio Inc.).

Lack of Consistent Pattern

NLRB premised its reasoning in the WEWS case on the lack of a consistent pattern for radio-TV bargaining in the Cleveland area and its contention that the station "does not exercise substantial control over the conditions of employment of freelance talent." Scripps-Howard favored limiting the unit to its own employes.

WNBK (TV) Cleveland at present is the only "organized" TV station there, according to NLRB, with a unit composed of announcers. TvA represents talent at five Cleveland radio stations, with units formed on varying bases.

Talent appearing on locally-produced WEWS programs are free lance performers, drawn from a pool of talent whose members work for about 50 advertising agencies, NLRB said, noting that performers are selected by the agencies and "not by WEWS." Station supplies staff directors, who "control only mechanical details."

Turning to the network case, the board continued:

> . . . There the pertinent facts were significantly different . . . For example, substantially *all* talent in those broadcasting areas were included in the unit; the major advertising agencies participated in the contract negotiations; and all the major television networks were joined in multi-employer bargaining. And, most important, the network broadcasters had, in radio, already established a substantial and successful bargaining history with radio talent unions, which were carried over into the network television field—a bargaining history upon which the network unit was based.

The majority also noted that WEWS is responsible for all material and is a "voluntary adherent to industry codes of conduct which establishes standards of program morality and taste." The station, it added, is "merely the lessor of the time and technical facilities to the advertising agencies" and "punishes infractions of its broadcasting rules with sanctions against the agencies, not against the talent."

The majority opinion was signed by Chairman Paul Herzog, Abe Murdock and Ivar Peterson (former NAB legal assistant). Dissenters John Houston and Paul Styles registered strong opposition, charging the decision deprives performers of collective bargaining rights.

As one instance of evidence supporting its views, the minority alluded to the station's "power to exclude particular performers" — following a "policy under which it forbids the use of its facilities to 'any known Communists,' or to any performer listed in the notorious booklet, *Red Channels*."

Dissenters Houston and Styles also cited the station's supervision of talent performance and direct payment to freelancers working for the agencies. They felt that, with at least 50 agencies in Cleveland and actors hired for varying tenures of activity, "it is impossible to see how any bargaining unit could be established [with the agencies] on the basis of such ever-changing and illusive relationships." The minority opinion continued:

> That all actors who perform at the same television station or stations may appropriately be joined in a single bargaining unit despite the lack of conventional employer-employe relationships, was recognized by the Board in [The] *American Broadcasting Company* decision. No claim could be made that the roving talent in the Cleveland area is in a different position from that in large cities like New York, Chicago, or Los Angeles. If Cleveland freelancers may not be deemed employes of the television stations, no more so could those who are brought by advertising agencies to act before the cameras of the major networks. The Board's Direction of Election there is not rendered meaningless because all parties were in agreement; the Board has no power to certify a union on behalf of workers who are not "employes" as defined in the Act.
>
> We cannot agree with the majority that the two cases are in any substantial sense distinguishable. It is poor solace to the freelance performers in the Cleveland area to suggest, as the majority appears to do in distinguishing the stipulated network-wide unit from a single station unit, that *if* all the television stations in Cleveland agree to bargain jointly, and *if* all advertising agencies and sponsors are willing, in some manner, to collaborate with all the stations in contract negotiations, the entire Cleveland talent pool may enjoy the benefits of collective bargaining. Considering the ease with which any single station operator could withdraw from the group, if only out of pique, such a bargaining right would indeed be illusory at best. Collective bargaining which exists by the grace of one of the parties is no bargaining at all. . . .

TIME SIGNALS

Bulova Girds for More TV

BULOVA video time signals will move into new TV markets together with newly licensed stations. Firm is contracting for spots on these outlets in anticipation of the time they will be ready to begin operating. The watch company has placed an order for a 20-second commercial to be run across the board seven days a week on KTBC-TV Austin, to begin whenever the station starts regular broadcasting.

Forward looking step is in line with a Bulova policy of some years' standing of entering new TV markets as they occur. A Bulova TV time signal was, in fact, the first paid for advertisement ever to appear on TV, on July 1, 1940, when it opened the day's commercial telecasting on WNBT (TV) New York.

Since the development of television as an advertising medium in the postwar years, Bulova has consistently kept its name before the expanding video audience. Company was among the first users of TV station identification time, developing a visual combination of Bulova advertisement and station call. While Bulova's use of radio announcements continues, TV has in late years become the company's major advertising medium.

Biow Co., New York, is Bulova's agency.

ANTENNA TESTS

FCC Authorizes RCA

AUTHORITY for use of several special transmitters to test the effect of antenna height on tropospheric and ground wave propagation in the upper UHF band was granted by FCC last week to RCA.

The Commission authorized RCA to mount four modified Signal Corps transmitters on the tower of WOR-TV New York, located at North Bergen, N. J., at heights of 185, 370, 550 and 735 ft., to operate in the frequency band of 842-854 mc with power of 20 w. The special temporary authorization is for three months, FCC said, and specified that the activities covered are of a non-continuing nature.

FCC also granted authority for a base station and two mobile units to operate on 153.05 mc to be used in conjunction with the tests.

ARB Adds 3 Cities

THREE more cities—Cincinnati, Dayton and Columbus—will be added Aug. 1 to TV rating coverage of American Research Bureau, according to ARB Director James W. Seiler. This brings total ARB coverage to 13 cities, he said.

MISS BERTHA C. PRESTLER, assistant secretary, Storer Broadcasting Co., helps George B. Storer, company president, slice a 25th anniversary cake July 11 in the firm's home office at Birmingham, Mich. Miss Prestler, who has been associated with Mr. Storer since May 1928, has a longer record of Storer service than any other employe.

CBC-TV PACTS

First Commercials Signed

WITH August 1 set as a target date for announcing program schedules, Canadian Broadcasting Corp. reports from its Toronto commercial office that contracts for first commercial television programs have been signed.

Canadian Westinghouse will bring in the parent company's *Studio One* dramatic one-hour show from Buffalo by microwave relay to Toronto, with live Canadian commercials. Agency is S. W. Caldwell Ltd., Toronto.

Canadian General Electric will do its Sunday evening *Your Host* half-hour show simultaneously with its Dominion network broadcast. Agency is MacLaren Adv. Co., Toronto.

Campbell Soup Co. will relay from Buffalo the half-hour *Aldrich Family* program of its parent company. Agency is Ward Wheelock Co., Philadelphia.

Imperial Oil Ltd. will do its Saturday evening hockey broadcasts simultaneously on CBS-TV Toronto for one hour. Agency is McLaren Adv. Ltd., Toronto.

London Life Insurance Co., London, Ont., will do at least one sportscast of opening game of intercollegiate football from Toronto. Agency is McConnell Eastman & Co., Toronto.

At Montreal the Radio and Television Manufacturers Assn. of Canada is helping pay some of the expenses along with the CBC of telecasting Montreal baseball games prior to the official starting date set for September 6.

Wired TV, promoted by Rediffusion Inc., Montreal, branch of a British firm, is said to be a threat to set sales as it will only be possible to tune in CBC-TV Montreal, with its three hour daily evening program of which 60% will be in French. Rediffusion Inc. is offering CBC-TV Montreal programs and British films.

TV Grants and Applications

(Continued from page 57)

GREAT FALLS, Mont. — Television Montana (KXLK), VHF Ch. 3 (60-66 mc); ERP 1.731 kw visual, 0.866 kw aural; antenna height above average terrain 245 ft., above ground 389 ft. Estimated construction cost $112,800, first year operating cost $115,750, revenue $87,000. Post Office address: 1306 Eleventh Ave., Helena, Mont. Studio and transmitter location at intersection of Smelter Ave. and U. S. Route 87 bypass. Geographic coordinates: 47° 31' 25" N. Lat., 111° 18' 24" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer George P. Adair, Washington. Principals include President **A. T. Hibbard**, 1st Vice President **Barclay Craighead**, 2nd Vice President **Frank Reardon**, Treasurer **E. B. Craney** and Secretary **J. J. Manning**. Following radio stations own stock in applicant: KXLF Butte, Mont. (45%), KBOW Butte (13%), KXLJ Helena, Mont. (23%), KXLQ Bozeman, Mont. (11%), KXLL Missoula, Mont. (5%) and KXLK Great Falls (2%).

LINCOLN, Neb.—Cornhusker Radio & Television Corp., VHF Ch. 12 (204-210 mc); ERP 21.6 kw visual, 10.8 kw aural; antenna height above average terrain 313 ft., above ground 377 ft. Estimated construction cost $200,279, first year operating cost $180,000, revenue $200,000. Post Office address: P. O. Box 987, Lincoln, Neb. Studio and transmitter location: 40th and W Streets. Geographic coordinates: 40° 49' 27" N. Lat., 96° 39' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Edward M. O'Shea** (48.25%), partner and 50% owner of O'Shea-Rogers Co. (lessor of rental property), Lincoln, Neb., and president and 50% owner of O'Shea-Rogers (Ford) Motor Co., Lincoln; Vice President and General Manager **Harold E. Anderson** (2.5%), general manager of KOLN Lincoln, and Secretary **Bennett S. Martin** (48.25%), vice president of First Trust Co., Lincoln, and owner of Lincoln Terminal Co. (owner and operator of office buildings), Lincoln.

† LAS VEGAS, Nev.—Southwestern Publishing Co. (WFSA), VHF Ch. 8 (180-186 mc); ERP 11.86 kw visual, 5.95 kw aural; antenna height above average terrain 292 ft., above ground 337 ft. Estimated construction cost $227,000, first year operating cost $104,400, revenue $132,000. Post Office address 105 Friedman Bldg., Las Vegas. Studio and transmitter location 737 Main St., Las Vegas. Geographic coordinates 60° 10' 48" N. Lat., 115° 08' 24" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Reynolds** (75%), Vice President **A. E. Calahan** (25%) and secretary **Theodore M. Nelson.**

MANCHESTER, N. H.—Union Leader Corp., VHF Ch. 9 (186-192 mc); ERP 61.9 kw visual, 30.9 kw aural; antenna height above average terrain 1,080 ft., above ground 237 ft. Estimated construction cost $296,592, first year operating cost $275,000, revenue $260,000. Post Office address: 35 Amherst St., Manchester, N. H. Transmitter location on South Mtn., about 6.5 mi. West of center of Manchester, N. H. Geographic coordinates: 42° 58' 59" N. Lat., 71° 35' 19" W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer McIntosh & Inglis, Washington. President, Treasurer and 100% stockholder is **William Loeb,** owner of *Manchester Union Leader, Burlington* (Vt.) *Daily News* and *St. Albans* (Vt.) *Messenger.*

JAMESTOWN, N. Y.—Chautauqua Bcstg. Corp., UHF Ch. 58 (734-740 mc); ERP 62.6 kw visual, 31.3 kw aural; antenna height above average terrain 701 ft., above ground 521 ft. Estimated construction cost $277,420, first year operating cost $115,660, revenue $90,000. Post Office address 797 Seneca St., Buffalo, N. Y. Studio location to be determined. Transmitter location at intersection of Shadyside Road and Baker St. Extended, 2.5 mi. West of city limits. Geographic coordinates 42° 04' 39" N. Lat., 79° 18' 52" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Sherwin Grossman** (25.4%), sales manager for Swan Cleaners, Buffalo; Executive Vice President **Gary L. Cohen** (25.4%), secretary and 25% owner of Van Buren Amusement Enterprises Inc. (drive-in theatre), Dunkirk, N. Y.; **Robert C. Hayman** (8.3%), motion picture exhibitor, and **Meyer A. Kahn** (5%), president Sunshade Venetian Blind. Corp., Buffalo.

WRGB (TV) SCHENECTADY, N. Y. —General Electric Co., VHF Ch. 6 (82-88 mc); ERP 97.5 kw visual, 48.7 kw aural; antenna height above average terrain 1,013 ft., above ground 300 ft. Estimated cost of change $163,934. Studio location: 60 Washington Ave., Schenectady. Transmitter location: 1.75 mi. NE of New Salem, N. Y. Geographical coordinates: 42° 38' 12" N. Lat., 73° 59' 45" W. Long. Transmitter GE, antenna GE, studio equipment GE. (Change *from* Ch. 4 [66-72 mc], ERP 16.3 kw visual, 8.1 kw aural.)

† ASHTABULA, Ohio—WICA Inc. (WICA), UHF Ch. 15 (476-482 mc); ERP 19.22 kw visual, 9.62 kw aural; antenna height above average terrain 334 ft., above ground 345 ft. Estimated construction cost $138,050, first year operating cost revenue not given. Post Office address 221 Center St., Ashtabula. Studio and transmitter location Rt. 46, 3½ mi. South of Ashtabula. Geographic coordinates 41° 48' 45" N. Lat., 80° 47' 15" W. Long. Transmitter RCA, antenna RCA. Legal counsel John A. Colin, Ashtabula. Consulting engineer George F. Gautney, Washington. Principals include President-Treasurer **D. C. Rowley** (50%), Vice President **John A. Colin** and Secretary **W. T. Webb. Olive D. Rowley** is trustee for 50% of voting stock.

CLEVELAND, Ohio — The WGAR Bcstg. Co. (WGAR), UHF Ch. 65 (776-782 mc); ERP 215 kw visual, 120 kw aural; antenna height above average terrain 1,000 ft., above ground 815 ft. Estimated construction cost $811,305, first year operating cost $502,000, revenue $120,000. Post Office address: Hotel Statler, Cleveland, Ohio. Studio location: Euclid and East 12th Streets. Transmitter location: 7080 State Road, Parma, Ohio. Geographic coordinates: 41° 22' 28" N. Lat., 81° 43' 12" W. Long. Transmitter GE, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Robert A. Fox, WGAR chief engineer, prepared engineering data. Principals include President **John F. Patt** (11.6%) (as trustee 4% more), Vice President and General Manager **Carl E. Woods** (5.4%), Secretary-Treasurer **Elmer M. Krause** (4.8%), **Frances S. Richards** (10%), **Mrs. Ruth R. Patt** (6.2%) and **Estate of G. A. Richards** (40.5%).

† CLEVELAND, Ohio — WJW Inc. (WJW), UHF Ch. 19 (500-506 mc); ERP 230 kw visual, 115 kw aural; antenna height above average terrain 621 ft., above ground 770 ft. Estimated construction cost $497,500, first year operating cost $360,000, revenue $320,000. Post Office address 1375 Euclid Ave., Cleveland 15, Ohio. Studio location 1375 Euclid Ave. Transmitter location Terminal Tower Bldg., Public Square. Geographic coordinates 41° 29' 55" N. Lat., 81° 41' 42" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Sole owner is **William M. O'Neil.**

TOLEDO, Ohio — Unity Corp. Inc. (WTOD), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,044 ft. Estimated construction cost $619,058, first year operating cost $828,344, revenue $916,000. Post Office address: 515 Madison Ave., Toledo, Ohio. Studio location: Woodruff Ave. and School Place. Transmitter location: Byrne and Arlington Roads. Geographic coordinates: 83° 37' 26" N. Lat., 41° 37' 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Treasurer **Edward Lamb** (48%), Vice President **Stephen A. Mack** (4%) and **Prudence H. Lamb** (17%).

WARREN, Ohio—The Warren Tribune Radio Station Inc. (WHHH), UHF Ch. 21 (512-518 mc); ERP 86 kw visual, 45 kw aural; antenna height above average terrain 502 ft., above ground 521 ft. Estimated construction cost $484,421, first year operating cost $175,000, revenue $150,000. Post Office address: 108 Main St., Warren, Ohio. Studio and transmitter location on SE corner at intersection of Ridge Road and Youngstown Road. Geographic coordinates: 41° 13' 07" N. Lat., 80° 46' 46" W. Long. Transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President **Helen Hart Hurlbert,** Secretary **Albert A. Chanson,** Treasurer **Michael S. Kuzmack** and Assistant Secretary **Mary Kathryn O'Conner.** The **Warren Tribune** owns 100% of stock in applicant.

TULSA, Okla.—All-Oklahoma Bcstg. Co. (KRMG), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 545 ft. Estimated construction cost $719,193, first year operating cost $458,351, revenue $510,999. Post Office address: 311 South Denver Ave., Tulsa. Studio and transmitter location: Akdar Bldg., 4th and Denver Streets. Geographic coordinates: 36° 09' 06" N. Lat., 95° 59' 32.4" W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Robert S. Kerr** (25.3%), Vice President and Treasurer **Dean A. McGee** (12.6%), Vice President and Secretary **T. M. Kerr** (11.7%), Vice President and General Manager **Robert B. Jones** (6.2%), Vice President **W. R. Wallace** (4.2%) and **Grayce B. Kerr** (25.3%).

PORTLAND, Ore.—Mount Hood Radio & Television Bcstg. Corp. (KOIN), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,416 ft., above ground 594 ft. Estimated construction cost $666,316, first year operating cost $480,000, revenue $510,000. Post Office address: New Heatman Hotel, Portland, Ore. Studio location: 1402 SW 2nd Ave. (SE corner of intersection of 2nd Ave. and Columbia). Transmitter location on Barnes Road West of Portland city limits. Geographic coordinates: 45° 30' 58" N. Lat., 122° 43' 59" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include Chairman of the Board **Theodore R. Gamble** (43.5%), President **C. Howard Lane** (8%), Vice President **Ralph E. Stolkin** (21.7%), Vice President **Edward G. Burke Jr.** (10.8%), Vice President **Harry H. Buckendahl** (3%) and **Sherrill C. Corwin** (10.8%). Applicant has recently requested FCC approval to buy KOIN Portland from KOIN Inc. [see FCC Roundup, B•T, July 21].

PORTLAND, Ore.—Northwest Television & Bcstg. Co., VHF Ch. 12 (204-210 mc); ERP 323.6 kw visual, 162.2 kw aural; antenna height above average terrain 1,096 ft., above ground 355 ft. Estimated construction cost $414,780, first year operating cost $420,000, revenue $420,000. Post Office address: 414 Alderway Bldg., Portland, Ore. Studio location: 10th and Salmon Streets. Transmitter location: 4606 S. W. 19th St. Geographic coordinates: 45° 29' 23" N. Lat., 122° 41' 40" W. Long. Transmitter RCA, antenna RCA, studio equipment RCA. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer James R. Bird, San Francisco. Principals include President **John D. Keating** (33.3%), 50% owner of KPOA Honolulu and KILA Hilo, and owner of KYA San Francisco; Vice President **Lester L. Hunter** (33.3%), owner of Pacific Stationery Inc., Portland; Treasurer **Winston W. Casey** (33.3%), limited partner in Walston, Hoffman & Goodman (investment securities), Portland, and Secretary **Hy Samuels,** Portland attorney.

† HARRISBURG, Pa. — WHP Inc. (WHP) (Modification of application), UHF Ch. 55 (716-722 mc); ERP 241 kw visual, 121 kw aural; antenna height above average terrain 919 ft., above ground 160 ft. Estimated construction cost $362,000, first year operating cost $435,000, revenue $550,000. Post Office address 216 Locust St., Harrisburg. Studio location 216 Locust St. Transmitter location on Blue Mt. near

(Continued on page 62)

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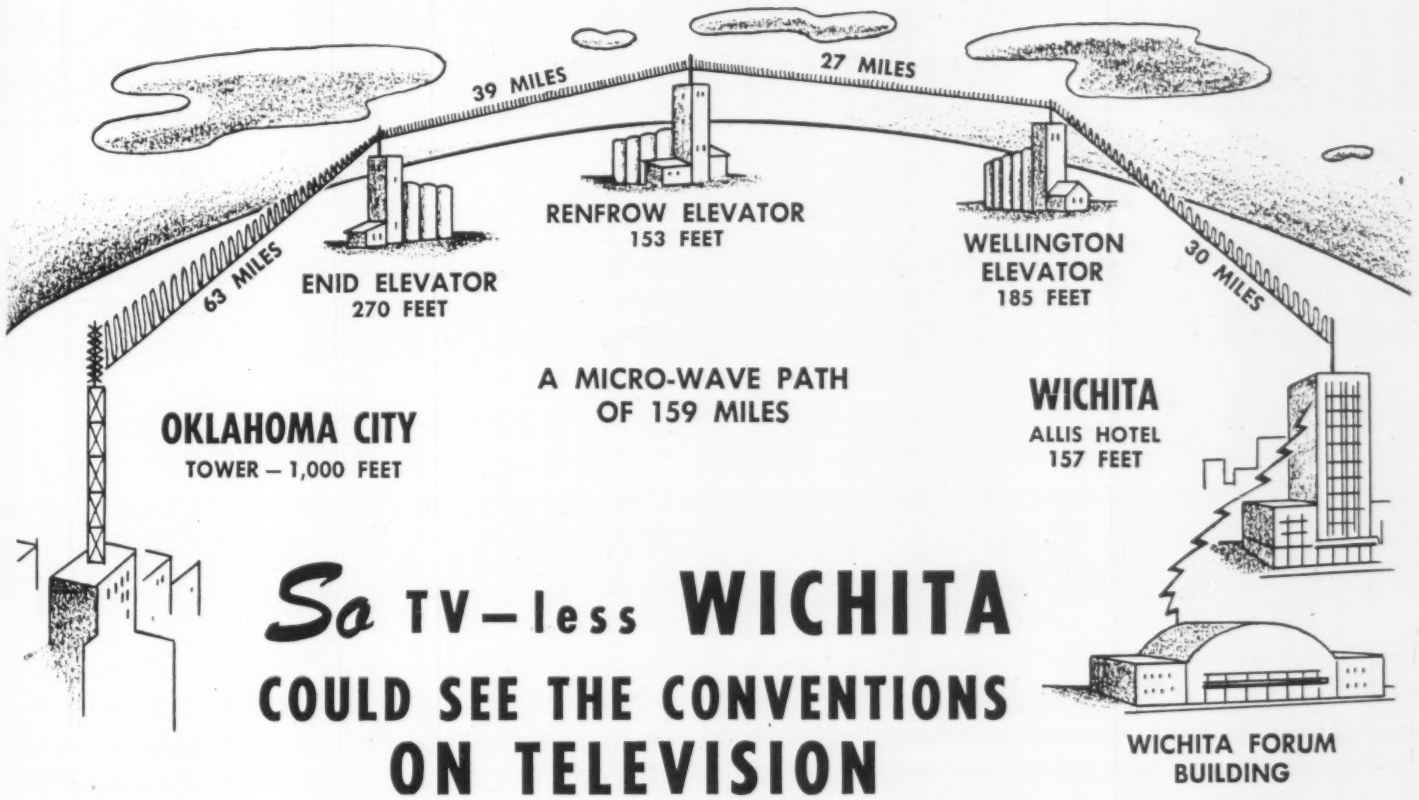

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TV Grants and Applications

(Continued from page 60)

Harrisburg. Geographic coordinates 40° 20' 44" N. Lat., 76° 52' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **E. J. Stackpole**, Vice President **A. H. Stackpole**, Secretary **Bowman A. Brown** and Vice President **A. K. Redmond** (3.5%). **The Telegraph Press** owns 96.5% of applicant.

PROVIDENCE, R. I.—New England Television Co. of Rhode Island, UHF Ch. 16 (482-488 mc); ERP 209 kw visual, 114.8 kw aural; antenna height above average terrain 522 ft., above ground 453 ft. Estimated construction cost $291,800, first year operating cost $275,000, revenue $280,000. Post Office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Pine Street, near intersection of Pine St. and Homestead Ave. Geographic coordinates 41° 52' 27" N. Lat., 71° 17' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Abraham Belilove, Providence. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President **George Gerber** (2/7), retail jeweler; Vice President **Samuel Hamin** (2/7), jewelry mfr.; Vice President **John Dunne** (1/7), automobile distributor, and **Alfred DeMaris** (1/7), bus transportation.

GREENWOOD, S. C.—Grenco Inc. (WCRS) UHF Ch. 21 (512-518 mc); ERP 18.62 kw visual, 9.33 kw aural; antenna height above average terrain 436 ft., above ground 364 ft. Estimated construction cost $108,048, first year operating cost $74,800, revenue $96,000. Post Office address P. O. Box 868, Greenwood. Studio and transmitter location William St. Geographic coordinates 34° 12' 25" N. Lat., 82° 10' 07" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Palmer A. Greer, Fairforest, S. C. Principals include President and Treasurer **Douglas Featherstone** (86.96%) and Secretary **C. A. Mays** (13.04%).

CHATTANOOGA, Tenn. — Tom Potter, UHF Ch. 43 (644-650 mc); ERP 273 kw visual, 158 kw aural; antenna height above average terrain 1,195 ft., above ground 139 ft. Estimated construction cost $313,500, first year operating cost $300,000, revenue $350,000. Post Office address: 1032 Life of America Bldg., Dallas, Tex. Studio and transmitter location atop Lookout Mtn., near Incline Station. Geographic coordinates: 35° 00' 20.1" N. Lat., 85° 20' 33.7" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner is **Tom Potter**, independent oil producer and applicant for UHF TV stations in Baton Rouge, La., Austin, Tex., and Beaumont, Tex.

KNOXVILLE, Tenn. — WKGN Inc. (WKGN), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 991 ft., above ground 770 ft. Estimated construction cost $414,896, first year operating cost $396,000, revenue $450,000. Post Office address: Park National Bank Bldg., Knoxville, Tenn. Studio location: 505 South Gay St. Transmitter location: on Middlebrook Pike, 5.1 mi. West of center of Knoxville. Geographic coordinates: 35° 57' 48" N. Lat., 84° 00' 57" W. Long. Transmitter RCA, antenna RCA, studio equipment RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Clarence Beaman Jr.** (30.8%), Vice President **H. C. McCrary Jr.** (7.7%) and Secretary **R. Douglas** (7.7%).

NASHVILLE, Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 935 ft., above ground 1,009 ft. Estimated construction cost $781,175, first year operating cost $518,900, revenue $461,797. Post Office address 159 Fourth Ave. N., Nashville. Studio location Third National Bank Bldg. Transmitter location Remmington Bend Road. Geographic coordinates 36° 13' 46" N. Lat., 86° 41' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Guilford Dudley Jr.**, Vice President **Holt Bean**, Vice President **C. M. Herron**, Vice President **C. H. Hutton**, Vice President **George R. William** and Chairman of the Board **Paul Montcastle.**

AUSTIN, Tex.—Tom Potter, UHF Ch. 24 (530-536 mc); ERP 281 kw visual, 141 kw aural; antenna height above average terrain 637 ft., above ground 500 ft. Estimated construction cost $372,807, first year operating cost $400,000, revenue $450,000. Post Office address: 1032 Life of America Bldg., Dallas, Tex. Studio location to be determined. Transmitter location: 3.7 mi. NW from State Capitol Bldg. Geographic coordinates: 30° 18' 26" N. Lat., 97° 47' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Sole owner is **Tom Potter**, independent oil producer and applicant for UHF TV stations in Baton Rouge, La., Chattanooga, Tenn., and Beaumont, Tex.

BEAUMONT, Tex.—Tom Potter, UHF Ch. 31 (572-578 mc); ERP 282 kw visual, 141 kw aural; antenna height above average terrain 478 ft., above ground 500 ft. Estimated construction cost $387,807, first year operating cost $300,000, revenue $350,000. Post Office address: 1032 Life of America Bldg., Dallas, Tex. Studio location to be determined. Transmitter location: 2 mi. SW of Beaumont. Geographic coordinates: 30° 03' 25.5" N. Lat., 94° 07' 28" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Sole owner is **Tom Potter**, independent oil producer and applicant for UHF TV stations for Baton Rouge, La., Chattanooga, Tenn., and Austin, Tex.

CORPUS CHRISTI, Tex.—H. L. Hunt, UHF Ch. 22 (518-524 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 475 ft., above ground 464 ft. Estimated construction cost $254,800, first year operating cost $183,500, revenue $210,000. Post Office address: 4009 Lawther Drive, Dallas, Tex. Studio location to be determined. Transmitter location on NE corner at intersection of N. Carancahua and Mestina Streets. Geographic coordinates 27° 47' 44" N. Lat., 97° 23' 49" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Weldon & Carr, Washington. Sole owner is **H. L. Hunt**, independent oil producer.

CORPUS CHRISTI, Tex. — Superior Television Co., VHF Ch. 10 (192-198 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 516 ft., above ground 541 ft. Estimated construction cost $496,000, first year operating cost $360,000, revenue $310,000. Post Office address: 2727 Agnes St., Corpus Christi, Tex. Studio and transmitter location on Route 44, 7 mi. West of Corpus Christi. Geographic coordinates 27° 47' 00" N. Lat., 97° 34' 16" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P. Adair, Washington. Principals include **J. D. Wrather Jr.** (50%), president and 50% owner of Jack Wrather Productions Inc. (motion picture producers), Los Angeles, and 25% owner of General Television Inc., which is awaiting FCC approval to buy KOTA Tulsa (see B•T, May 12), and **Maria Helen Alvarez**, 15% owner of KOTV and 50% owner of General Television Inc., and applicant for new TV station in Sacramento, Calif.

† EL PASO, Tex.—Franklin Bcstg. Co. (Modification of amended application), UHF Ch. 20 (506-512 mc); ERP 20.2 kw visual, 10.1 kw aural; antenna height above average terrain 1,756 ft., above ground 279 ft. Estimated construction cost $247,855, first year operating cost $156,800, revenue $156,000. Post Office address: 14410 Valley Vista Drive, Sherman Oaks, Calif. Studio location to be determined. Transmitter location: 3 mi. North of El Paso on Ranger Peak in Franklin Mtns. Geographic coordinates: 31° 48' 17.4" N. Lat., 106° 28' 57.6" W. Long. Transmitter RCA, antenna RCA, studio equipment RCA. Legal counsel Blase A. Bonpane, Los Angeles, Calif. Consulting engineer Bernard Associates, Hollywood, Calif. Sole owner is **Claude H. Craig**, 50% owner of Winslow B. Felix Co. (Chevrolet dealer), Los Angeles.

McALLEN, Tex.—Texas State Network Inc. (KRIO), UHF Ch. 20 (506-512 mc); ERP 87.3 kw visual, 94.4 kw aural; antenna height above average terrain 502 ft., above ground 527 ft. Estimated construction costs $297,204, first year operating cost $180,000, revenue $180,000. Post Office address: 1201 W. Lancaster Ave., Fort Worth, Tex. Studio and transmitter location: on U. S. Highway 281, 1.5 mi. North of city limits of Pharr, Tex. Geographic coordinates 26° 13' 39" N. Lat., 98° 10' 36" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle** (34%), Vice President **R. K. Hanger** and **Sid W. Richardson** (62%).

WACO, Tex.—Central Texas Television Co., UHF Ch. 34 (590-596 mc); ERP 5 kw visual, 3 kw aural; antenna height above average terrain 350 ft., above ground 398 ft. Estimated construction cost $225,685, first year operating cost $200,000, revenue $225,000. Post Office address: % Ross K. Prescott, Room 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location: Medical Arts Bldg., N. 9th and Austin Streets. Geographic coordinates: 31° 33' 12" N. Lat., 97° 08' 08" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Weldon & Carr, Washington. Sole owner is **Clyde Weatherby**, owner of KCLW Hamilton, Tex., and Clyde Weatherby (Ford) Motor Co. and Tractor Co., both in Hamilton.

† DANVILLE, Va.—Piedmont Bcstg. Corp. (WBTM), UHF Ch. 24 (530-536 mc); ERP 221 kw visual, 110.5 kw aural; antenna height above average terrain 647 ft., above ground 273 ft. Estimated construction cost $234,438, first year operating cost $100,000, revenue $135,000. Post Office address Hotel Danville, Danville. Studio and transmitter location atop White Oak Mtn., 10 mi. North of Danville. Geographic coordinates 36° 44' 28" N. Lat., 79° 23' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel John Miclin, Washington. Consulting engineer George C. Davis, Washington. Principals include President **L. N. Dibrell**, Vice President and General Manager **Edward G. Gardner** and Vice President **James W. Ray.**

SEATTLE, Wash. — Mount Rainier Radio & Television Bcstg. Corp. (KJR), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,291 ft., above ground 374 ft. Estimated construction cost $645,675, first year operating cost $460,000, revenue $500,000. Post Office address: Skinner Bldg., Seattle. Studio location: 320 Second Ave. Transmitter location: 3.5 mi. NW of Issaquah, Wash. Geographic coordinates: 47° 32' 22" N. Lat., 122° 06' 31" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include Chairman of the Board **Theodore R. Gamble** (43.5%), President **C. Howard Lane** (10%), Vice President **Ralph E. Stolkin** (21.7%), Vice President **J. Archie Morton** (3%), Vice President **Edward G. Burke Jr.** (10.8%) and Secretary-Treasurer **Sherrill C. Corwin** (10.8%). Applicant has recently requested FCC approval to buy KJR Seattle from Totem Bcstrs. Inc. [see FCC ROUNDUP, B•T, July 21].

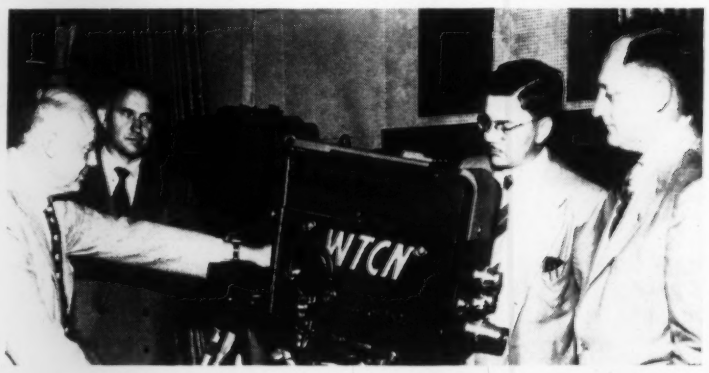
SPOKANE, Wash.—Television Spokane Inc. (KNEW) (Modification of application), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1437 ft., above ground 604 ft. Application incomplete; estimated construction cost, operating cost and revenue not given. Post Office address Eagle Bldg., Sprague and Wall Streets, Spokane. Studio location Eagle Bldg., Sprague and Wall Streets. Transmitter location 5.94 mi. SE of Spokane post office atop Browne Mtn. Geographic coordinates 47° 36' 04" N. Lat., 117° 19' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry Henke, Seattle. Consulting engineer Russell P. May, Washington. Principals include President **Burl C. Hagadone** and Vice President **Harry Henke. The Inland Empire Bcstg. Co.**, licensee of KNEW Spokane, owns 100% of applicant. (For earlier application, see B•T, July 21.)

† CHARLESTON, W. Va. — Joe L. Smith Jr. Inc. (WKNA), UHF Ch. 49 (680-686 mc); ERP 249 kw visual, 124.5 kw aural; antenna height above average terrain 391 ft., above ground 342 ft. Estimated construction cost $326,957, first year operating cost $141,660, revenue $120,000. Post Office address: WJLS Bldg., Main & Kanawha Streets, Beckley, W. Va. Studio and transmitter location: 1/2 mi. East of South Charleston. Geographic coordinates: 38° 21' 22" N. Lat., 81° 40' 02" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and 100% stockholder **Joe L. Smith Jr.**, Secretary **Virginia N. Cooper**, and Directors **Joe L. Smith, Hulett C. Smith** and **George J. Gray.**

MADISON, Wis.—Bartell Bcstrs. Inc. (WOKY), UHF Ch. 33 (584-590 mc); ERP 20.2 kw visual, 9.7 kw aural; antenna height above average terrain 284 ft., above ground 343 ft. Estimated construction cost $164,883, first year operating cost $185,000, revenue $185,000. Post Office address 710 North Plankington Ave., Milwaukee 3, Wis. Studio and transmitter location 3.5 mi. SW of downtown Madison at intersection of West Belt Line and NW Railroad. Geographic coordinates 43° 02' 10" N. Lat., 89° 24' 55" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.6%), Vice President **Melvin M. Bartell** (0.4%), Secretary-Treasurer **Lee K. Beznor** (41.2%) and **David Beznor** (41.6%).

MILWAUKEE, Wis.—Milwaukee Area Telecasting Corp., VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,003 ft., above ground 920 ft. Estimated construction cost $658,870, first year operating cost $875,000, revenue

(Continued on page 64)



EXAMINING a boom camera to be used in expanded facilities of WTCN-TV Minneapolis-St. Paul are (l to r) F. Van Konynenburg, vice president, Mid-Continent Radio-Television Inc.; John Sherman, WTCN-AM-TV technical director; Ogden Prestholdt, CBS transmitter specialist, and Blair Benson, CBS-TV studio expert.

KFEL-TV commenced
commercial telecasting
operations on July 20, 1952

Grants, Applications

(Continued from page 62)

$850,000. Post Office address: 411 East Mason St., Milwaukee. Studio location to be determined. Transmitter location: 15 mi. SW of Milwaukee, 2 mi. North of Prospect, Wis.; 4.4 mi. SE of Waukesha on Country Road Y (extension of Racine Ave.), near town of New Berlin, Wis. Geographic coordinates: 42° 58' 21" N. Lat., 88° 09' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Paul A. Pratt** (3%), president and 95% owner of Wisconsin Valley Creamery Co.; Vice President **Loron E. Thurwachter** (13%), owner of Park Theatre, Waukesha; Vice President **J. Martin Klotsche** (3%), president of Wisconsin State College; General Manager **Rolando F. Gran** (also known as L. F. Gran) (50%), Wisconsin theatre operator; Treasurer **Joseph M. Baisch**; Secretary **Maxwell H. Herriott** (2%), attorney; **Thomas E. Allen** (7%), construction; **Eliot C. Fitch** (7½%), banking and insurance; **R. P. Herzfeld** (5%), department store owner; **W. A. Roberts** (4%), president of Allis-Chalmers Mfg. Co.; **Peter T. Shoeman** (2½%), printer; **O. W. Carpenter** (2%), **Edmund Fitzgerald** (2%), **and Louis Quarles** (2%).

SAN JUAN, Puerto Rico—American Colonial Bcstg. Corp. (WKVM). VHF Ch. 4 (66-72 mc); ERP 58.4 kw visual, 29.2 kw aural; antenna height above average terrain 117 ft., above ground 226 ft. Estimated construction cost $292,065, first year operating cost $100,000, revenue $100,000. Post Office address P. O. Box 4189, San Juan. Studio and transmitter location 1000 Ponce de Leon. Geographic coordinates 18° 27' 17" N. Lat., 66° 04' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel Frank Stallenwerck, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals not listed on application.

RTMA SESSION

On Educational TV Aug. 6

WILL TV manufacturers lend a hand to fledgling educational TV?

That question will be considered Aug. 6 when a special Radio-Television Manufacturers Assn. committee meets in New York to explore the question.

The RTMA committee was established to determine whether the manufacturers' trade organization should aid in promoting educational TV, and by what means.

Meeting is scheduled to take place in the office of Frank M. Folsom, RCA Victor president, in the RCA Bldg.

Chairman of the committee is Benjamin Abrams, president of Emerson Radio & Phonograph Corp. Mr. Abrams recently established a $100,000 educational TV fund, to be equally apportioned to the first 10 educational video stations to get on the air [B•T, June 30].

Committee's recommendations will be submitted to the RTMA board at its Sept. 18 meeting in New York.

The following manufacturers have been invited to attend:

W. R. G. Baker, General Electric; Max F. Balcom, Sylvania; John W. Craig, Crosley; Allen B. DuMont, DuMont Labs.; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quam-Nichols; Glen McDaniel, RTMA; E. F. McDonald Jr., Zenith; Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel; Ross D. Siragusa, Admiral; Robert C. Tait, Stromberg-Carlson.

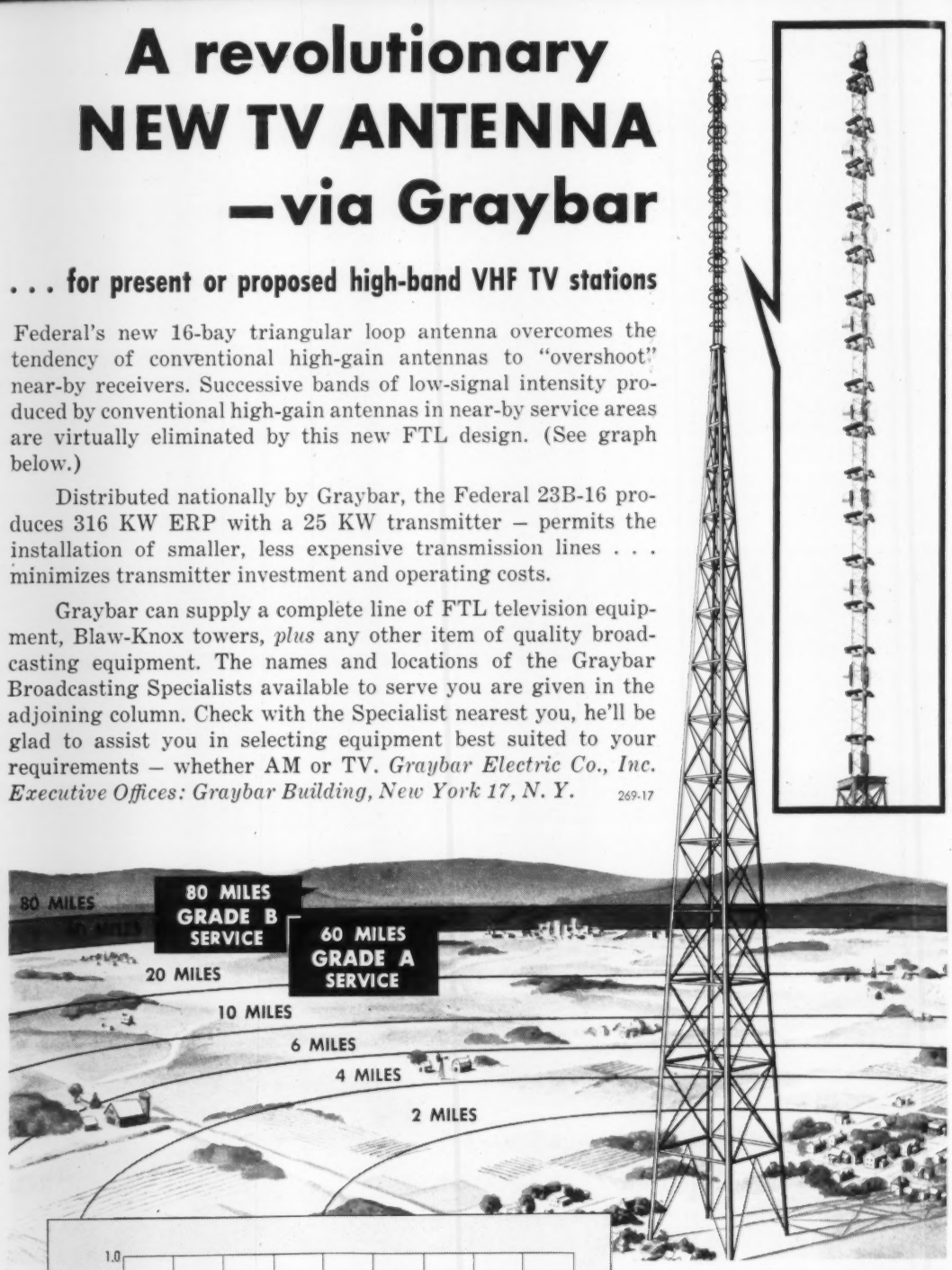
A revolutionary NEW TV ANTENNA —via Graybar

. . . for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter – permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, *plus* any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements – whether AM or TV. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 269-17



Effective Radiated Power — 316 KW
Receiving antenna height — 30 ft.
Antenna Height — 2000 ft. above average terrain

Calculated field strength out to 20 miles:
average 100 millivolts/meter
minimum 50 millivolts/meter

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

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EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

VIDEO WORKSHOP

Set By Iowa State College

IOWA State College at Ames, Iowa, which operates WOI-TV, will hold an eight-day educational television workshop Aug. 17-24 in cooperation with the National Assn. of Educational Broadcasters.

Seymour N. Siegel, NAEB president, said that 60 representatives of leading educational institutions have been invited to participate to develop "television know-how" with a view to future operation of their own stations.

A feature of the meeting, added Mr. Siegel, will be a thorough explanation of the services of the NAEB, with special emphasis on television.

Consultants from commercially operated TV stations will supervise sessions in cooperation with Richard Hull, WOI-TV director; Irving Merrill and Joseph North, WOI-TV staffmen. Mr. North heads the college's video curriculum.

It is hoped, said Mr. Siegel, that the workshop will make possible the transmission of technical skills to provide sufficient understanding of the drawbacks and pitfalls as well as the challenge and opportunities for public services which educational television offers.

ASCAP FEE QUIZ

Station Answers Ordered

YEAR-OLD petition of 55 TV station operators to have the U. S. District Court in New York set reasonable fees for their use of ASCAP music moved a step nearer action last Thursday when Justice Henry W. Goddard ruled that the information asked by ASCAP as a basis for determining fees be provided by the station operators so far as is possible.

The station officials had objected to a number of the questions on the forms prepared by ASCAP as being unnecessary or difficult, if not impossible to answer. The TV broadcasters won the court's approval, however, for their plea that their station identifications be removed from the forms and key numbers substituted, to protect the confidential nature of the data reported by the stations.

Canada's Set Potential

MORE than 100,000 video sets are in operation in Canada, and there is prospect of 1½ million in five years. This was the prediction of Vincent Barreca, president of Canadian Admiral Corp., who introduced the company's new TV line in Montreal July 14. Speaking to distributors, Mr. Barreca said Canada already has the third largest number of TV sets of any country in the world although it does not have regular television service.

CANADIAN TV

Announce Allocations List

CANADIAN TV allocations, as agreed to in an exchange of notes between the U. S. government and that of Canada announced two weeks ago [B•T, July 21], do not make any changes in the U. S. assignments as issued by the FCC in its Sixth Report [B•T, April 14].

The Canadian allocations are the same as those proposed in the FCC's Third Notice [B•T, March 26, 1951] except for the addition of two UHF channels to Hamilton, Ontario.

The Canadian allocations follow:

	VHF Channel No.	UHF Channel No.
ALBERTA		
Calgary	2, 4, 10, 12	17, 23, 29, 35
Edmonton	3, 5, 11, 13	
Grande Prairie	2	
Lacombe	8	
Lethbridge	7	22
Medicine Hat	6	15
BRITISH COLUMBIA		
Chilliwack	12	42
Cranbrook		19
Fernie		24
Kamloops	4	16
Kelowna	13	21
Nanaimo		48
Nelson	5	17
New Westminster (see Vancouver).		
Penticton		15
Port Alberni		19
Prince Rupert	6, 7	
Trail	11	14
Vancouver-New Westminster	6, 8, 10	14, 30, 36
Vernon	2	27
Victoria	2	40, 46
MANITOBA		
Brandon	5, 9, 11	21, 32
Flin Flon	3	
Dauphin	8	14
Portage la Prairie		34
St. Boniface (see Winnipeg).		
Winnipeg-St. Boniface	4, 6, 7, 13	18, 24, 30, 36, 42
NEW BRUNSWICK		
Campbellton	12	20
Edmundston	10	27
Fredericton	9	28
Moncton		16
Newcastle		18
St. John	4, 6	17, 23
St. Stephen		26
Sackville	8	22
Woodstock		36
NOVA SCOTIA		
Amherst		41
Antigonish	9	34
Bridgewater	10	43
Halifax	3, 5, 12	15, 21, 27, 37
Kentville		19
New Glasgow		18
Sydney	2, 4, 6	15, 21
Truro		31
Windsor		25
Yarmouth	13	14
ONTARIO		
Barrie		14
Belleville		39
Brantford		16
Brockville		46
Chatham		14
Cornwall		36
Fort Frances	5	19
Fort William (see Port Arthur).		
Guelph		55
Hamilton	13	51, 57, 68, 78
Kenora	9	22
Kingston		26, 44
Kitchener		45
Kirkland Lake	9	
London	10	18
Niagara Falls		29
North Bay	10	15
Oshawa		53
Orillia	3	30
Ottawa-Hull	4, 9, 11	30, 40
Owen Sound	8	26
Pembroke	13	32
Peterborough		22
Port Arthur-Fort William	2, 4	14, 20, 30
St. Catherines		49
St. Thomas		24
Sarnia		40
Sault Ste. Marie	2, 12	22
Smiths Falls		42
Stratford		27
Sudbury	5, 7	17, 23
Timmins	6	
Toronto	6, 9, 11	19, 25
Windsor	9	32, 38
Wingham		36
Woodstock		47
PRINCE EDWARD ISLAND		
Charlottetown	13	14
Summerside	11	20
QUEBEC		
Chicoutimi	2, 12	14
Drummondville		19
Granby		25
Hull (see Otawa, Ont.).		
Jonquiere		20
Matane		23
Montreal-Verdun	2, 6, 7, 10, 12	15, 44
New Carlisle	2	14
Quebec	4, 5, 9, 11	29, 39
Riviere du Loup	6	30
Rimouski	3	21
Roberval		17
St. Hyacinthe		50
Ste. Anne de la Pocatiere	13	33
Shawingan Falls		27
Sherbrooke		42, 48
Sorel		17
Thetford Mines		31
Three Rivers		21
Valleyfield		38
Verdun (see Montreal).		
Victoriaville		37
SASKATCHEWAN		
Gravelbourg		22
Moose Jaw	4, 7	18, 24
North Battleford	3	
Prince Albert	11	
Regina	2, 9, 12	21, 27
Saskatoon	8, 13	
Swift Current		14
Watrous	6	30
Yorkton	3	15

JOHN W. CRAIG (l), Avco vice president and general manager of its Crosley Div., discusses with John Pogue, president, The H. & S. Pogue Co., Cincinnati department store, an exhibit of foreign appliances.

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

176,861

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

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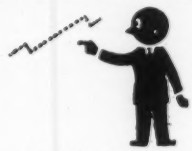


Video Families Show 28% Increase

(Report 226)

ONE U. S. family in three had a TV set as of April, according to Market Research Corp. of America. It reported that data collected that month from members of the organization's National Consumer Panel indicated 14,588,000 of the nation's homes contain at least one TV receiver.

Comparing the April figures with those revealed by surveys made in January 1952 and in April 1951, Samuel G. Barton, MRCA president, said that two out of every hundred U. S. families have become TV owners since January, when 31% were TV families, and seven since April 1951, when the TV homes comprised 26% of the national total.

Increase of 28% in video families from April 1951 to April 1952, Mr. Barton noted, came during final stage of the three-and-a-half-year freeze on new TV stations. He predicted a much more rapid rate of increase in the year ahead, depending, of course, on the extent to which new stations go on the air in areas not now served by TV.

Analysis of TV ownership by type of family, made from the MRCA Consumer Panel reports, shows most TV families in the upper and middle income groups with little difference between them (39% of the upper fourth, 37% of the second fourth and 36% of the third fourth having TV), but with only 21% of the lowest income group owning video sets. As might be expected, more big city dwellers have TV sets than farm families and most sets are found in the northeast and north central parts of the country, in line with the distribution of TV stations.

Occupational breakdown reveals craftsmen and foremen having the largest percentage of set-owners (43%), followed by laborers and operators (39%), professional and executive group (38%), clerical, sales and service personnel (37%), farmers (10%). Families whose heads have high school educations are the highest TV-owning group educationally speaking (39%), against 34% of college graduates and 28% with only grade school.

Families with three or more members are more apt to own sets than those without children, the study shows, reporting TV ownership by 25% of families with one or two members, 37% by families of three, 39% by families of four or five and 35% by families of six or more.

* * *

Nearly 51 Million Saw GOP On TV Says ARB

FIFTY-ONE million viewers saw the Republican National Convention, according to an American Research Bureau report last week. Exact ARB figure was 50,930,000, about one-third of this nation's entire population.

ARB figures indicated that video sets in 14,980,000 homes had tuned in the convention, with an average of 3.4 viewers per set. Peak of TV viewing was reached during the keynote address of Gen. Douglas MacArthur, with 21,370,000 viewers in 8,220,000 homes.

* * *

WKY-TV Makes House-to-House Survey

HOUSE-to-house survey by WKY-TV Oklahoma City of two southeastern towns in Oklahoma, Seminole, about 55 airline miles from the station, and Shawnee, about 40 airline miles away, revealed among other things that:

1. Oklahomans rate *I Love Lucy* as their top TV program choice. 2. They are familiar with who sponsors the programs they watch. 3. More of the viewers watch television from 8 to 9 p.m. than at any other time.

Survey was conducted in a single day (June 10) with some 58 persons interviewed. Canvas was made by P. A. Sugg, station manager;

(Continued on page 89)

Weekly Television Summary— July 28, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	395,888
Binghamton	WNBF-TV	78,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	911,256
Buffalo	WBEN-TV	273,995
Charlotte	WBTV	233,760
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,157,337
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000
Cleveland	WEWS, WNBK, WXEL	628,540
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861
Denver	KFEL-TV	4,000
Davenport	WOC-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	243,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	118,459
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	95,637
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	60,000
Johnstown	WJAC-TV	159,000
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	213,560
Lancaster	WGAL-TV	154,733
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,297,808
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	22,000
Memphis	WMCT	136,784
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	341,155
Minn.-St. Paul	KSTP-TV, WTCN-TV	324,200
Nashville	WSM-TV	73,758
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	102,281
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	122,313
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	132,955
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	218,500
Richmond	WTVR	131,854
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	80,206
San Antonio	KEYL, WOAI-TV	85,742
San Diego	KFMB-TV	142,250
San Francisco	KGO-TV, KPIX, KRON-TV	413,500
Schenectady-Albany-Troy	WRGB	215,600
Seattle	KING-TV	155,100
St. Louis	KSD-TV	406,500
Syracuse	WHEN, WSYR-TV	182,650
Toledo	WSPD-TV	186,000
Tulsa	KOTV	125,386
Utica-Rome	WKTV	73,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Wilmington	WDEL-TV	110,153

Total Markets on Air 65* Stations on Air 110* Estimated Sets in Use: 18,055,464

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates, made for BROADCASTING • TELECASTING by stations in all areas, are based in most cases on sworn statements. Total for each market represents sets within television coverage area. Where coverage areas of more than one market overlap, totals in those markets may be partly duplicated. Such duplication is elimin ated, however, in the total figure for the U. S.

Match this market for $cratch!

Here's a clear-cut case for:

THE RICH DAYTON MARKET and WHIO's TV & AM COVERAGE

Dayton Industry's average weekly pay check—$83.67. Highest in Ohio and one of the highest in the country.

Payrolls in Dayton for the year 1951 —$630,951,822.

Retail sales for Dayton and Montgomery County—$475,000,000. For the past 18 months Dayton has been named as a "Preferred City."*

Number of families in WHIO's big TV and AM coverage area—366,457.

WHIO's share** of the total radio audience—41.8%. This against Station A—13.7%; Station B—20.0%; Station C—16.5%

WHIO-TV's share*** of the top 15 weekly television shows aired in this area—11 of the top 15. The top multi-weekly show in this area is a WHIO-TV locally produced news program, showing a strong production staff.

**SALES MANAGEMENT*
***HOOPER for April, 1952*
****PULSE for May, 1952*

Pick yourself a market with 1,293,595 prosperous prospects—and the one station that gives you top coverage of that market with both TV and AM. WHIO in Dayton is represented nationally by George P. Hollingbery.

DAYTON OHIO

whio TV AM FM

Well Timed

WPTZ (TV) Philadelphia couldn't have aired a more timely commercial at one point during the GOP National Convention if it had planned it that way. Immediately following the hilarious incident of the Puerto Rico delegation, with Sr. Romani as chief actor, station paused for station identification and a commercial cut-in. Announcement plugged Porto Rico soft drinks with a Spanish accent and this key line: "Hey, Chico! You like Porto Rico?" Spot was so scheduled and not planned as a gag, WPTZ reported.

PARAMOUNT CASE

Basis for Decision Begun by FCC

FIRST moves to unravel the skeins of the package Paramount case were taken by the FCC last week.

On Thursday afternoon, the commissioners heard a legal presentation on the petitions to delete the anti-trust issue from the many-sided hearings [B•T, July 21, 14]. They were scheduled to continue consideration of the subject Friday.

It was understood that a decision might be forthcoming over the weekend, although it was thought that there might be a delay of several days in order for the staff to write the opinion.

All the commissioners were in on the conference except Comrs. George E. Sterling, on vacation, and Edward M. Webster, in Europe.

Petitions to remove the anti-trust issues from the case—which has been in hearing for six months—were filed by ABC, CBS, Paramount Pictures and United Paramount Theatres at the request of the Commission early this month. The Commission, it is understood, became concerned at the length of the hearings in view of the shaky business position of ABC. Alarm was also felt at the possible effect on ABC's 300 affiliates if the network should not be able to weather its financial crisis in time for the September start of the fall season.

Vigorous dissents against permitting the anti-trust issue to be deleted and to the other requests of the petitioners—close of the hearings, proposed findings in 20 days, final decision by the full Commission rather than an examiner's initial decision—were filed by the FCC's Broadcast Bureau and DuMont Labs.

The Paramount case involves the merger of ABC with United Paramount Theatres Inc.; the sale of WBKB (TV) Chicago to CBS; the renewal of the license of KTLA (TV) Los Angeles, owned by Paramount Pictures Corp.; the question of whether Paramount Pictures controls DuMont through 29% stock ownership, and the transfer of control of WSMB New Orleans from the old Paramount Pictures to United Paramount Theatres.

Staff members who discussed the legalities with the Commission Thursday afternoon were Benedict P. Cottone, general counsel; Sylvia D. Kessler, chief of the Office of Opinions & Review; and Herbert Sharfman of Miss Kessler's office.

Earlier last week the American Civil Liberties Union, which has had an observer attending the hearings since their start, urged the Commission to "carefully consider the wisdom" of deleting the anti-trust issue.

In a letter to FCC Chairman Paul A. Walker, the ACLU stated that its radio committee and board of directors were studying the proposed ABC-UPT merger and plan to report their decision shortly. The radio committee is scheduled to meet July 30; the board, Aug. 4.

The letter also said:

We believe that the anti-trust issues in the proposed ABC-UPT merger are an important part of the proceedings and that the Commission should carefully consider the wisdom of removing them from the testimony. The Union may decide finally that the anti-trust issues have no effect on or relation to the civil liberties aspects of the merger, but we strongly urge that the Commission review them, along with other pertinent data presented in this controversy.

New UHF Tuner

GENERAL Instrument Corp., Elizabeth, N. J., has announced the development of a UHF tuner, called Model 60, that is said to have a low noise factor, excellent sensitivity, no sliding contacts, straight line frequency dial calibration and full UHF channel coverage. The manufacturers said it can be fitted and mounted in any position around a VHF tuner.

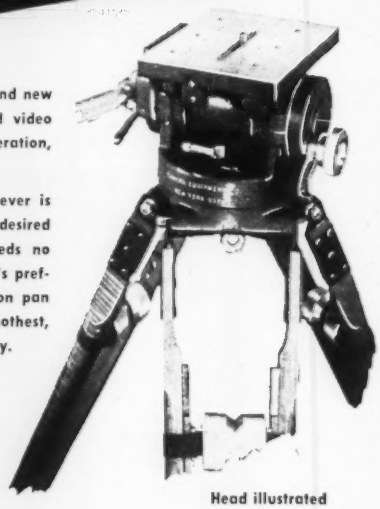
UTP Olympic Show

UNITED Television Programs has acquired "Olympic Cavalcade," one-hour film of the 1936 Olympics, for national syndication. UTP also reported that the *Rebound* series, produced by Bing Crosby Enterprises, has been retitled *Counterpoint* and is now available nationally.

From Station Break to Feature... the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

WE THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.



Head illustrated contains adjustable camera tie-down screw for locating center of gravity. This feature is optional.

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly.

If you work with film... for Studio, Newsreel, Commercials, Business, Industrial or Home Movies—it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

We Rent and Service
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Complete line of 35mm and 16mm equipment available for rental
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm
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We Design and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

We Calibrate Lenses Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. For proper exposure density, it is important that you have your lens "T" stop calibrated. Lenses coated for photography. Special TV coating. Rapid service.

'KING KONG' RETURNS

Successful Re-issue Attributed to TV

TELEVISION holds intriguing possibilities for advertising showing in theatres of such motion pictures as spectacles, thrillers and high-type westerns, Terry Turner, director of exploitation for RKO Radio Pictures, said last week after the highly successful TV campaign for the old thriller, "King Kong."

"We can't reach all the people through the newspapers these days. With so many people glued to their TV sets, we just have to dig in and reach them where they are," he said.

Mr. Turner added that other types of pictures might not be helped by television exploitation.

Mr. Turner said he had become perturbed by the decline in movie attendance the past five or six years. Although television was partly responsible, the high cost of living was the deciding factor, he believes.

Promoted Revival

Mr. Turner took the splash in television last February when he promoted a revival of "Snow White and the Seven Dwarfs." The results were so encouraging that when "Kong" was re-issued, he plunged deeper into TV.

When the picture opened June 18 in the Cincinnati, Indianapolis, Cleveland, Detroit and Pittsburgh areas, TV and some radio spots were used in a saturation campaign. A 50-second "King Kong" trailer was put on the air as often as 20 times a day, with heaviest concentration spotted near children's shows. The results were amazing, he said. The TV promotion was prepared by Mr. Turner and his staff and placed through Foote, Cone & Belding.

The budget for radio and television exploitation has been boosted to $300,000 out of a $500,000 total, he said. He expects "Kong" to earn a net gross of more than $3 million for RKO Radio out of a total gross of more than $8 million.

"Kong" will reach New York Aug. 8 to play to some 150 theatres in the area, including the Palace. Some 192 radio and TV spots on NBC and 155 TV spots on WPIX (TV) are planned for the promotion, Mr. Turner said.

The next Hollywood offering to get RKO's TV treatment will be a new picture by Joan Crawford and Joseph Kaufman titled "Sudden Fear," which opens on Broadway next month, Mr. Turner said. Tentative plans call for a TV spot campaign on CBS-TV.

RKO Radio has purchased 71 announcements on WCBS-TV to promote the film. Schedule of announcements will run for a 12-day period, starting today (Monday) and running through Aug. 8. Both 10 and 20-second announcements will be broadcast throughout the day plus participations in the WCBS-TV personality programs, *Kovacs Unlimited* and the Margaret Arlen program. The schedule also includes across-the-board participations in the new WCBS-TV feature film series, *The Late Matinee*.

TELETHON POLICY

Talent Control Discussed

REPRESENTATIVES of Television Broadcasters of Southern California will meet with Theatre Authority Inc., Hollywood, next Monday (Aug. 4) to discuss a proposed policy for controlling the use of talent on telethons. Theatre Authority had asked TBSC to present such a plan.

Permission from Theatre Authority concerning future telethons is pending submission of a workable plan covering such programs, which stations will conduct them, how often and for which charity. *City of Hope Telethon* for Cancer Society, scheduled by KTLA (TV) KTTV (TV) KNBH (TV) and KLAC-TV Hollywood for September, is the last one to be approved, according to I. B. Kornblum, Theatre Authority West Coast executive secretary.

Contributing factor to request was the appearance of Bob Hope, Bing Crosby and others on the 14½-hour NBC-TV and CBS-TV Olympic Fund Telethon which was pledged $1,000,020 but reportedly has received only $285,000.

N. Y. FIRE LAW

Problem to Fred Allen Show

COMPLICATIONS in filming the Fred Allen TV show, sponsored by P. Lorillard & Co. (Old Gold cigarettes), arose last week when NBC-TV officials and Fred Allen met with fire officials in an attempt to try to change the existing New York municipal regulations prohibiting TV cameras from shooting films in studios other than movie studios and theatres.

If the negotiations result in a refusal to change the fire law, "the program will be filmed either out of town or possibly in a motion picture studio rented especially," Nick Keesely, vice president in charge of radio-TV for Lennen & Newell, New York, the Old Gold agency, told BROADCASTING • TELECASTING.

Meanwhile, the cigarette company, which will sponsor the Fred Allen show on NBC radio as well as TV, drops sponsorship of *Stop the Music* on ABC radio, effective Aug. 10.

Speaking of historical events,
have you heard about the big

"BLOOMINGTON TEA PARTY"?

Lend an ear while we tell you how

WTTV

SOLD 3½ TONS OF TEA!

Once a week, the IGA—an Association of Independent Grocers—sponsors a half hour, using Brian Donlevy in "Dangerous Assignment" on WTTV. Each week the show features a single, specific food item. Recently, according to wholesaler John R. Figg, when the featured item was TEA, the program sold 7,000 pounds! And, that from just ONE program in just ONE week! Normal sale of TEA by these same 56 IGA Stores in a whole year is only 6 tons!

Increases in other featured items—such as peanut butter, pork and beans, catsup, and jelly—are almost as spectacular as the TEA story.

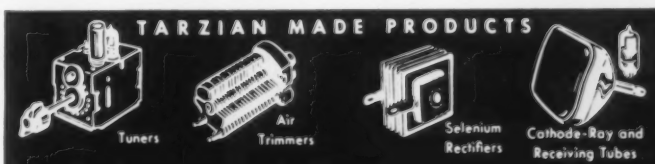
The "Bloomington Tea Party" is a spectacular success story, but you expect such results when you consider WTTV coverage area in Indiana accounts for

OVER 34% of total population
of total retail sales
of total retail food sales
of total retail drug stores

STATION WTTV Affiliated with NBC • CBS • ABC • DUMONT

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.

TARZIAN MADE PRODUCTS



STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10)
OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON

SLICING THE TV SPOT COST

Phil Davis Firm Uses 10-Day Method

FALSTAFF BEER, through Phil Davis Musical Enterprises, New York, cut its new TV commercial spot costs in half and production time to 10 days by the expedient of reversing the standard procedure of filming TV spots, according to spokesmen.

The three men behind this unusual procedure are Frank Woodruff, Dancer-Fitzgerald-Sample's producer and promotional director for Falstaff; Phil Davis, president of Phil Davis Musical Enterprises, originators of Falstaff's musical trademark; and Matin Henry, film producer of Falstaff's TV spots and *Video Varieties*.

The men planned the whole process on paper first—from visualizing its action to its 58-second timing. Mr. Davis then composed the music to fit the copy and visualized action, recorded it, and timed it. The music was then re-recorded with the announcer and again timed. The last step was photography.

But before shooting even began, the audio was played back and the actors' motions rehearsed and timed with the audio. Then the camera moved into continuous action. When it stopped, video and audio came out on the nose—58 seconds—completely eliminating the time-consuming laboratory editing.

Normally, the video — and not the audio—is done first in scenes, cuts, overall action, and long shots. Then rushes are taken and edited into a rough cut. From this rough cut, selected scenes are assembled into an approximately finished job. Then the audio is recorded. Again there's a rough cut of the audio and video combined. Finally, the opticals are added to the audio and video for an answer print. Provided all goes well, this is it. The operation calls for the matching up of four reels: Picture, announcer, music and direct recording. But in the Woodruff-Davis-Henry operation, the film is edited in the camera.

Mr. Davis in addition has conceived a musical manuscript which looks like an animation chart and is marked with vertical lines so that at a glance the producer can tell exactly where the measure of music will be timed with the action.

Falstaff Beer also has commissioned Phil Davis Musical Enterprises to create four more musical baseball situations for radio and TV spots, utilizing the new "Sing Out for Falstaff" musical theme. D-F-S, New York, is the agency.

Bergen-McCarthy Show

WARNER-HUDNUT, N. Y., sponsor of *Edgar Bergen-Charlie McCarthy Show* on CBS Radio this winter [B•T, July 14], also has first refusal on Mr. Bergen's TV shows. Committed to do at least four for CBS-TV during coming year, he plans to combine live and film material in each half-hour telecast.

HUMANITIES IN TV

Educators Offer Views

VARYING opinions on the kinds of ideas that should be conveyed to adult televiewers are offered by three educators in a symposium feature highlighting the summer issue of Standard U. Press' *Pacific Spectator*. Stressing the "humanities in television," the three papers touch on history, literature and "imaginative understanding."

George E. Mowry, U. of California at Los Angeles, suggests a series of historical programs dealing with the views of great philosophers on questions which men have asked themselves since the beginning of time. Robert B. Heilman, U. of Washington, favors literature as a "sort of vitamin culture," suggesting that it be related in TV to experience of man and betterment of spiritual pursuits. Laurence Sears, Mills College, claims TV offers a "unique means of creating the visual situation within which we can enter the experiences of others who may be far away."

The three papers originally were presented last February at a conference sponsored by the Pacific Coast Committee for the Humanities, which dealt with educational TV.

'Dragnet' Series

JACK WEBB, director and star of NBC-TV series *Dragnet*, will begin production on 47 *Dragnet* films at Republic Studios, starting Aug. 11. Some of the films will be completed in time for the new fall series on NBC-TV, starting Thursday, Sept. 11. Program was seen on network before the summer hiatus on alternate Thursdays, 9-9:30 p.m. EDT, sponsored by Liggett & Myers (Fatima cigarettes).

MOVIE TV MERGER

Discussed by Dore Schary

TELEVISION and movie industries will "make beautiful music together," Dore Schary, MGM vice president, told Hollywood Ad Club members last Monday, but he wouldn't hazard a guess as to when that wedding would take place.

Cognizant of the fact that Columbia Pictures and Universal International have set up TV production subsidiaries, Mr. Schary reiterated that MGM has no present plans to enter video film production or to release its backlog of old movies to the new entertainment medium.

Defending the stature and future of the Hollywood motion picture industry, he said that although "television is here to stay" and the new medium is one with which to be concerned "because of its popularity rather than what it is," its "inroad" to the theatre box-office is being exaggerated.

"Television" Mr. Schary pointed out, " has not yet been able to put on its screens anything to match the giant entertainment offered by motion pictures and it will be a long time before it is able to do that. When it is done, motion picture makers will put it on the screen for them."

Policy of keeping MGM name talent off TV, Mr. Schary went on to explain, is in part due to the legal problems involved and in part to the fact the studio feels that video appearances by its stars has an adverse effect on their box office reception.

'Big Picture' Off

ARMY film program, *The Big Picture*, will be on hiatus until fall pending completion of a new 13-week series, television stations have been advised. Over 80 TV outlets have been carrying the present series of half-hour filmed episodes produced by the Army Dept. under Col. E. M. Kirby, chief, Radio-TV Branch. Service plans to continue program on a 52-week annual basis, Col. Kirby said. He commended station cooperation. Stations currently are concluding telecasts of a second series for which they have received certificates from the Army [B•T, March 31].

WOOD-TV to NARTB

TV membership of NARTB was increased to 90, out of the 109 now-operating U. S. TV stations, when WOOD-TV Grand Rapids joined the association last week. All four national TV networks also are members of NARTB. WOOD-TV is owned by the same interests (Harry M. Bitner) which own WFBM-TV Indianapolis.

GLEDHILL Inc., L. A. (Dodge-Plymouth dealer), has cancelled its weekly hour-long *Frank DeVol Show* on KTTV (TV) Hollywood. Steel strike's effect on the car situation was said to have been reason.

TV SET VOLUME

$15 Million in 5 Yrs. Seen

POTENTIAL $15 million retail volume for TV set dealers in the next five years was forecast Thursday by Dr. Allen B. DuMont, president of DuMont Labs. Statement was made at the opening of three-day convention of distributors of the DuMont TV sets, held at New York's Waldorf-Astoria.

Business should also be good for the makers of video transmitting equipment, Dr. DuMont noted, stating that his company already has on hand orders for 125 TV transmitters.

He cited surveys and other information indicating that today's TV population of almost 18 million homes, by the end of 1957, may mount to 50 million or more.

More Film to TV

(Continued from page 27)

of their feature films to TV but have not thus far through fear of alienating owners of movie houses.

If, however, the Dept. of Justice should win its case, it is believed that the producing companies would be able to transfer the blame to the government and sell features to both theatres and television.

Defendants have 20 days within which to answer the government's complaint. Justice spokesmen believe that the defendants will ask for—and receive—additional time to formulate their answers. In any event, it could take 2-to-5 years before final settlement is reached.

Newell A. Clapp, acting Assistant Attorney General in charge of the Anti-Trust Div., told reporters:

Since World War II 16mm films have gained great significance for education and entertainment, especially for telecasting by television stations. They are less costly than standard 35mm films and do not require expensive equipment or special safety precautions. According to the complaint, defendants have imposed arbitrary and unreasonable conditions upon the exhibitions of 16mm feature films in hospitals, schools, churches and USO centers, and have prevented the use of these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films.

The case was prepared by George H. Schueller and Leonard R. Posner, Justice Dept. attorneys, under the general supervision of Victor H. Kramer, chief of the General Litigation Section of the Anti-Trust Div. in Washington.

Thad Brown, television director, NARTB, said he would withhold comment pending further study.

SUZANNE F. ROBERTS, radio-TV director, Pennsylvania's Democratic party, has written a booklet, *The Candidate and Television*, outlining do's and don'ts for political aspirants. Booklet has been published by *TV Digest*, Philadelphia.

RANGERTONE
BEST FOR TV FILMS
USED BY
WOR
New York City
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

STYROFLEX CABLE

Phelps-Dodge Distributors

PHELPS-Dodge Copper Products Corp. has announced the availability of a styroflex coaxial cable for television use which it says may be more effective than cable previously used.

First delivery of the cable was to KPIX (TV) San Francisco for use at its Mt. Sutro transmitter site. This reel was manufactured by Felten & Guilleaume of Carlswerk, Cologne, Germany, and imported by Phelps-Dodge for this installation. The cable was invented by Heinz Horn of Germany.

Phelps-Dodge announced that through an agreement with the Cologne firm, their new aluminum sheath extrussion process—a feature of the cable—"will be made available with the prospect of savings up to 25% in extreme cases based on current raw material prices." Manufacture of the cable is expected to start in the U. S. soon.

A significant point about the process, Phelps-Dodge said, is that it "opens the field for many new and interesting designs" and "to power cable engineers it should be the most interesting development since the war."

"The cable employs a continuous insulation in the form of a helix," Phelps-Dodge officials explained, "which maintains the spacing of the inner and outer conductors. The helix is built up of hundreds of extremely thin styroflex tapes wound with great precision by a taping machine."

SAN MIGUEL SITE

Kennedy, Airfan Buy for TV

SAN MIGUEL Mt. summit has been purchased in a cooperative venture, it was announced jointly last week by Kennedy Broadcasting Corp. and Airfan Radio Corp. The site, southeast of San Diego, will be used as a TV transmitter location.

Kennedy Broadcasting, operator of KFMB-AM-TV San Diego, will move its television transmitter from Mt. Soledad in La Jolla to the new site at a future date. Airfan, licensee of KFSD San Diego, has applied for a TV station in that city.

New property was purchased from Standard Oil Co. of California. The price was not revealed.

Peerless Adds Markets

FOUR new markets have been added for the 26 feature film Peerless Television Productions package. With the signing of WHAS-TV Louisville, WBNS-TV Columbus, WHAM-TV Rochester and WSYR-TV Syracuse, the markets carrying the package number 25. Genessee Brewing Co. will sponsor films over WHAM-TV and WSYR-TV.

film report

Sales . . .

Five Star Productions, Hollywood, has completd four one-minute TV film commercials for **Globe Mills Div. of Pillsbury Mills Inc.,** Los Angeles (Globe A-1 products). Agency is **Leo Burnett Co.,** Hollywood.

U. S. Grant Supply Co., Los Angeles (electrical appliances), has started hour-long feature films on KNXT (TV) Hollywood, twice weekly, for 26 weeks from July 19. Films were acquired from **Commonwealth Film & Television Inc.,** New York. Agency is **Jack Vaughn Adv. Agency,** Burbank.

Availabilities . . .

Transfilm Inc. has released for sale the first of its 15-minute TV films, *Star Performances,* produced by **Walter Lowendahl.** The program is a filmed "reading of the classics" by outstanding stars. First film presents **Basil Rathbone's** reading of Stevenson's "The Sire de Maletriot's Door."

* * *

Mt. San Antonio College, Pomona, Calif., has released its new 16mm 30-minute color and sound motion picture entitled "The Community College." The film shows the background, philosophy and activities of community colleges throughout the U. S.

* * *

Lutheran Television Productions of the Lutheran Church-Missouri Synod will launch its nation-wide video series, *This Is the Life,* beginning the week of Oct. 5. The Missouri Synod has contracted for 26 half-hour films, written and produced in Hollywood.

Distribution . . .

M. & A. Alexander Productions Inc., Hollywood, has acquired the TV distribution rights to two feature films: "The Young in Heart," produced by **David Selznick,** starring **Paulette Goddard, Douglas Fairbanks** and **Janet Gaynor,** and "Alaska Patrol," produced by **Edward L. Alperson,** starring **Richard Travis.**

* * *

Guild Films Inc., Hollywood, will handle the national distribution of two quarter-hour TV film series. *Dream It Up,* produced by **Wizard Telepictures Co.,** has a farce-comedy format and stars **Chick Chandler.** *Invitation Playhouse,* filmed by **Renee Williams Productions,** is currently being shown in 11 cities.

* * *

Svenska Film Industry has completed negotiations with Sheldon Reynolds, producer-director-writer of *Foreign Intrigue* television film series, for release of several of the half hour films for theatre distribution in Scandinavian countries. First set of three pictures each—originally programmed on American television receivers last season—will be dubbed into French and German, with subtitles used for the Scandinavian countries.

Production . . .

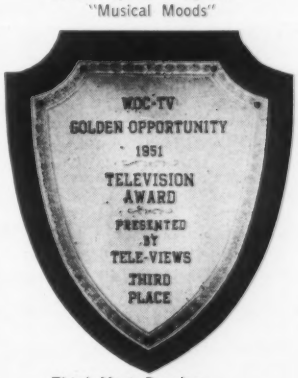
Swarttz - Doniger Productions Hollywood, starts production on the first film in *Duffy of San Quentin,* a half-hour TV series, at the Motion Picture Center, Sept. 15. **Stillman & Stillman,** New York law firm, is providing $250,000 for financing the first 13 films. **Paul Kelly,** stage-film actor, will portray Warden Duffy. **Berman Swarttz** and **Walter Doniger** are co-producers. Based on the book, *The San Quentin Story,* the series will be filmed at San Quentin and at the Motion Picture Center with 15,000 feet of stock prison film shots, recently purchased, being utilized.

* * *

David Hire, producer of MBS-Don Lee transcribed *Wild Bill Hickok,* will produce a half-hour TV film series, *Crackdown,* dealing with cases of income tax evasion from Internal Revenue Bureau files. Pro-

(Continued on page 79)

Most Popular Program—"Musical Moods"



Third Most Popular—"Golden Opportunity"

Fourth Most Popular—"Play or Pay"

THE VOTES ARE COUNTED

–it's a LANDSLIDE for WOC-TV Programs

Voting Place—"Tele-Views," TV fan magazine for the Quint-City area. . . .

Contest—"Tele-Views" readers vote on popularity of locally produced TV programs. . . .

Prizes—Bronze plaques to four programs winning most votes.

Results—THREE (left) OF THE FOUR PLAQUES NOW IN WOC-TV TROPHY ROOM. . . .

But more than that—of the 15 local programs voted "most popular," 12 were WOC-TV productions. . . .

LET THE NEAREST F & P MAN TELL YOU HOW TO GET YOUR PRODUCT OR SERVICES ON THE SALES-WINNING BALLOT IN THE QUINT-CITY AREA. . . .

OR WRITE US, DIRECT

FREE & PETERS, INC.
Exclusive National Representatives

The Quint-City Station

COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager

WOC-TV
Channel 5

Davenport, Iowa

DuMONT LABS.

Forms Canadian Subsidiary

CREATION of a Canadian subsidiary of Dr. Allen B. DuMont Labs. has been announced by Dr. Allen B. DuMont, president of the parent organization, as Canadian television prepared to begin operations next month.

The new subsidiary has been formed to effect licensing agreements with Canadian firms for the manufacture of DuMont products in Canada. This is the first foreign subsidiary created since the establishment of DuMont's International Div. and, Dr. DuMont pointed out, is in line with the firm's policy of extending its products throughout the world, either through licensing agreements, manufacturing affiliates or export distribution channels.

Goldsmith Will Head

Dr. Thomas T. Goldsmith, DuMont's director of research, will be president of the Canadian subsidiary. Ernest A. Marx, DuMont's director of the International Div., will be vice president and Bert L. Graham, DuMont controller, will be secretary-treasurer.

Offices for the subsidiary have been established at 901 Victoria Square, Montreal.

DuMont's move into Canada came as final details were being ironed out for beginning of scheduled TV operations in the country next month when the Canadian Broadcasting Corp. opens stations in Montreal and Toronto.

At the present time, there are some 75,000 television receivers in southern Ontario and on the north shores of Lake Ontario and Lake Erie which pick up programs from Rochester, Buffalo, Erie (Pa.), Cleveland and Detroit. There are about 3,000 receivers in the rest of Canada, mainly in the Vancouver area, which pick up programs from Seattle.

Canadian television set sales are expected to rise within the next few months in the Montreal and Toronto areas as TV operations come to those cities.

PREMIERE of *Ask Me Another* on NBC-TV in Chicago was attended by (l to r) S. T. Pruitt, regional manager of Ethyl Corp., the sponsor; Bayard Pope, BBDO New York; Louis G. Cowan, and Jules Herbuveaux, manager of television at NBC Chicago. Group worked on the new sports quiz show packaged by Mr. Cowan.

KFEL-TV ON AIR

Carries Demo Convention

KFEL-TV Denver, first TV station in that city and first video station to get on the air following the lifting of the freeze on new station construction, transmitted its first test pattern July 18, just a week after it had received its construction permit and hours after the FCC had granted its permission for temporary commercial operation [B•T, July 21, 14].

The next day, July 19, KFEL-TV was tied into the cross-country TV facilities hookup of AT&T and on Monday, July 21, it carried the Philco-sponsored video coverage of the Democratic convention in Chicago as an interim affiliate of NBC-TV [CLOSED CIRCUIT, July 21]. (Similar affiliations with the other TV networks will enable KFEL-TV to give Denver viewers a sample of the programming each has to offer.)

RCA, which made KFEL-TV's rapid debut possible by "airlifting" more than five tons of equipment plus a corps of engineers from Camden to Denver, also established a service company branch office which last week was delivering sets to dealers and installing them in Denver homes. Six sets were also installed in the Brown Palace Hotel headquarters of Dwight D. Eisenhower so he and his staff could watch the selection of the man who will be his opponent.

JOINT PROMOTION

Between DuMont and Hearst

CONTINUED cooperation between DuMont Television Network and the Hearst newspapers was evidenced by the appearance of William Randolph Hearst as a DuMont commentator at the Republican and Democratic national conventions.

This arrangement followed a recent promotional effort by WABD (TV) New York, DuMont outlet, and the New York *Journal American*. While the newspaper carried a daily highlighting of WABD programs, WABD utilized station breaks to carry a masthead of the newspaper with a voice message saying that WABD and the *Journal American* work jointly in the public service.

Mr. Hearst's video appearance was arranged by Sumner Collins, promotion director of the *Journal American*, and Richard E. Jones, manager of DuMont's owned-and-operated stations. The cooperative arrangement has worked out to the advantage of both organizations, Mr. Jones said.

Florida Footballcast

LEE RUWITCH, vice president and general manager of WTVJ (TV) Miami, and Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, have asked the U. of Florida at Gainesville to seek NCAA approval to telecast the U. of Florida-U. of Miami grid contest Nov. 22. If approval is given for telecasting the Florida football classic, WTVJ and WMBR-TV plan to pool their remote equipment to microwave-relay the game from Gainesville to Jacksonville, a distance of 70 miles. From Jacksonville, it would be transmitted to Miami via coaxial cable.

Burbank TV Center

ERECTION of walls for NBC's new television center in Burbank, Calif., is expected to be completed this week, Western Div. Vice President John K. West announced Friday. First unit of the 48-acre project is being rushed in hope of completion in time for fall shows.

Sight Sells Hearing

ENDERS Adv. Agency, Washington, has produced a one-minute commercial for Acousticon Hearing Aids. Of the film, 80% was made with fast moving visual titles blended with a correlative sound track for those who can enjoy audio. Through sub-titles and other visual effects, the film is self-explanatory.

HALPIN TO DuMONT

Named to Sales Post

DANIEL D. HALPIN, former manager of television receiver sales for RCA Victor, has been appointed general sales manager of the receiver division, Allen B. Du Mont Labs.

Mr. Halpin

Mr. Halpin has spent more than 12 years in television sales and merchandising and in 1946 while at RCA, he introduced and sold television to distributors and dealers in every television market in the country.

A past president of the American Television Society, Mr. Halpin is chairman of the Radio-Television Mfrs. Assn.'s sports sub-committee on promotion, a group devoted to encouragement and promotion of telecast sports.

MOVIE TV HEARING

Set, in Part, for Oct. 20

THE THRICE-delayed theatre television hearing before FCC last Wednesday was advanced in part to Oct. 20. Main portion of the proceeding, however, continues to be scheduled for commencement Jan. 12, 1953.

Acting on petitions by Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, the Commission ruled that "the hearing in the matter of allocation of frequencies and promulgation of rules and regulations for a theatre television service" shall commence Oct. 20 "and continue until such time as may be necessary, for the purpose of permitting the petitioners to present their direct cases concerning the engineering and accounting phases of this proceeding."

After conclusion of this portion of the presentation, the hearing will be adjourned until Jan. 12 "at which time it will commence in the manner and on the isues previously designated," FCC said. The Commission *en banc* will preside at the Oct. 20 hearing.

FCC earlier this year revised part of the issues of the proceeding [B•T, Feb. 4].

APPOINT SHURICK

To New CBS TV Sales Post

EDWARD P. SHURICK, account executive with CBS TV network sales for the past 10 months, has been named manager of sales development for the department.

Making the announcement, Fred M. Thrower, CBS-TV vice president in charge of network sales, said: "In his newly created position, Mr. Shurick's function will be to assist salesmen in securing renewals and in closing new business, with special emphasis on bringing new advertisers into the television medium."

A veteran of 20 years in broadcasting, Mr. Shurick has been sales manager for the Rocky Mountain Network, radio director of Addison Lewis Adv. Agency in Minneapolis, advertising and promotion manager of KMBC Kansas City and promotion-research director of Free & Peters. He joined CBS Radio Div. in 1950 as market research counsel.

Applications Addenda

(Continued from page 56)

T. Reed Jr., president; Lewis G. Larus, vice president, and Calvin T. Lucy, general manager.

B•T, July 7

Page 43—Phoenix, Ariz., KTAR Bcstg. Co. (KTAR). Application should be listed as amended.

Page 43—Bakersfield, Calif., Lemert Bcstg. Co. Application should be listed as amended.

Page 43—Sacramento, Calif., Sacramento Telecasters Inc. John H. Schacht, 15.38% owner, is incorrectly listed as general manager of Amphlett Printing Co., San Mateo, Calif.

Page 44—New Britain, Conn., New Britain Bcstg. Co. (WKNB). Estimated cost of construction should be listed as $323,879 and first year operating cost $199,950. Estimated revenue not given. Application should be listed as amended. Grant for Ch. 30 made July 11 [B•T, July 14].

Page 46—Columbus, Ga., J. W. Woodruff and J. W. Woodruff Jr. d/b as Columbus Bcstg. Co. (WRBL). ERP should be listed as 15.2 kw visual and 7.6 kw aural instead of 5 kw visual and 0.5 kw aural.

Page 47—Minneapolis, Independent Bcstg. Co. (WLOL). Application should be listed as amended.

Page 47—Rochester, Minn., Southern Minnesota Bcstg. Co. (KROC). Application should be listed as amended.

Page 48—Binghamton, N. Y., Southern Tier Radio Service Inc. (WINR). Application should be listed as amended.

Page 48—Troy, N. Y., Troy Bcstg. Co. (WTRY). Application should be listed as amended.

Page 49—Harrisburg, Pa., WABX Inc. (WABX). Estimated cost of operation for first year should be listed as $144,850 instead of $44,850. Application should be listed as amended.

Page 49—Harrisburg, Pa., WHP Inc. (WHP). Application should be listed as amended.

Page 49—Providence, R. I., Cherry & Webb Bcstg. Co. (WPRO). ERP should be listed as 316 kw visual and 158 kw aural instead of 26.7 kw visual and 13.4 kw aural. Application should be listed as amended.

Page 49—Columbia, S. C., Palmetto Radio Corp. (WNOK). Application should be listed as amended.

Page 56—Beaumont, Tex., Enterprise Co. (KRIC). Application should be listed as amended.

Page 57—San Antonio, Tex., Mission Bcstg. Co. (KONO). Application should be listed as amended.

Page 57—Wheeling, W. Va., Storer Bcstg. Co. (WWVA). Application should be listed as amended.

Page 62—Fort Smith, Ark., Southwestern Pub. Co. (KFSA). Application should not be listed as amended.

Page 63—Sacramento, Calif., McClatchy Bcstg. Co. (KFBK). Application should be listed as amended.

Page 63—St. Petersburg, Fla., City of St. Petersburg (WSUN). Application should be listed as amended.

Page 63—Columbus, Ga., Martin Theatres of Georgia Inc. Applicant is incorrectly indicated as licensee of WRBL. Application should not be listed as amended.

Page 63—Savannah, Ga., WJIV-TV Inc. Application should not be listed as amended.

Page 64—Chicago, WHFC Inc. (WHFC). Application should be listed as Resubmitted.

Page 64—Logansport, Ind., Logansport Bcstg. Corp. (WSAL). Application should be listed as amended.

Page 64—Cedar Rapids, Iowa, Davenport Bcstg. Co. (KSTT). Application should be listed as amended.

Page 64—Des Moines, Iowa, Central Bcstg. Co. (WHO). Application should be listed as amended.

Page 64—Topeka, Kan., Topeka Bcstg. Assn. Inc. (WIBW). Application should be listed as amended.

Page 66—Paducah, Ky., WKYB Inc. (WKYB). Application should not be listed as amended.

Page 66—Shreveport, La., International Bcstg. Corp. (KWKH). Application should be listed as amended.

Page 66—Frederick, Md., Monocacy Bcstg. Co. (WFMD). Application should be listed as amended.

Page 66—Boston, E. Anthony & Sons Inc. Application should be listed as amended.

Page 66—New Bedford, Mass., E. Anthony & Sons Inc. (WNBH). Application should be listed as amended.

Page 72—Duluth, Minn., Head of the Lakes Bcstg. Co. (WEBC). Application should be listed as amended.

Page 72—St. Louis, Mo., St. Louis Amusement Co. Application should be listed as amended.

Page 74—Jamestown, N. Y., James Bcstg. Co. (WJTN). Application should not be listed as amended.

Page 74—Plattsburg, N. Y., Plattsburg Bcstg. Corp. (WEAV). Application should not be listed as amended.

Page 75—Utica, N. Y., WIBX Inc. (WIBX). Application should be listed as amended.

Page 75—Durham, N. C., Durham Radio Corp. (WDNC). Application should be listed as amended.

Page 75—Cleveland, Ohio, Cleveland Bcstg. Inc. (WERE). Application should be listed as amended.

Page 75—Youngstown, Ohio, Polan Industries. Application should not be listed as amended.

Page 77—Allentown, Pa., B. Bryan Musselman, et al. (WSAN). Application should not be listed as amended.

Page 77—Altoona, Pa., Gordon W. Levoy and John C. Kahn. Application should not be listed as amended.

Page 77—Erie, Pa., Great Lakes Television Co. Application should not be listed as amended.

Page 85—Lock Haven, Pa., Lock Haven Bcstg. Corp. (WBPZ). Application should not be listed as amended.

Page 85—Pittsburgh, WWSW Inc. (WWSW). Application should be listed as amended.

Page 85—Charleston, S. C., Atlantic Coast Bcstg. Co. (WTMA). Application should be listed as amended.

Page 85—Knoxville, Tenn., Radio Station WBIR Inc. (WBIR). Application should be listed as amended.

Page 85—San Antonio, Tex., Sunshine Bcstg. Co. (KTSA). Application should be listed as amended.

Page 94—Roanoke, Va., Roanoke Bcstg. Corp. (WSLS). Application should be listed as amended.

Page 94—Beckley, W. Va., Southern W. Va. Television Inc. Application should not be listed as amended.

Page 95—Clarksburg, W. Va., Clarksburg Bcstg. Corp. (WPDX). Application should not be listed as amended.

Page 95—Madison, Wis., Badger Bcstg. Co. (WIBA). Application should be listed as amended.

Page 95—Marinette, Wis., M & M Bcstg. Co. (WMAM). Application should not be listed as amended.

Page 95—San Juan, P. R., El Mundo Bcstg. Corp. (WKAQ). Application should not be listed as amended.

B•T, July 14

Page 48—Denver, Col., Denver Television Co. Application should not be listed as amended.

Page 70—San Jose, Calif., FM Radio & Television Corp. Application should be listed as amended.

Page 72—Indianapolis, WIBC Inc. (WIBC). ERP should be listed as 300 kw visual and 150 kw aural instead of 50 kw visual and 25 kw aural.

Page 74—Roswell, N. M., John A. Barnett. Application should be listed as amended.

VIDEO TRAINING

WPIX (TV), NYU Enroll 28

WPIX (TV) New York, in cooperation with New York U.'s Div. of General Education, is training 28 students from all parts of the nation and Canada to man new television stations.

The students, under direction of Dean Warren Bower, are enrolled in the university's summer radio and television workshop and are receiving instruction from WPIX engineers.

In-studio instruction, with practical application in cameras and props, is under the direction of Otis Freeman, assistant chief engineer of WPIX, and Lou Climent of the station's engineering staff.

Yale Experiment

EXPERIMENTAL course in religious television will be offered for the first time next fall by the Yale Divinity School in cooperation with WNHC-TV New Haven. The Rev. Liston Pope, dean of the school, said the video course is a natural extension of the school's religious radio course, which has been offered for six years. Among those assisting in the course will be David Harris, WNHC-TV production chief. Other members of the station's technical personnel will be made available as needed.

REINER TO PSI-TV

Quits Cowan Sales Post

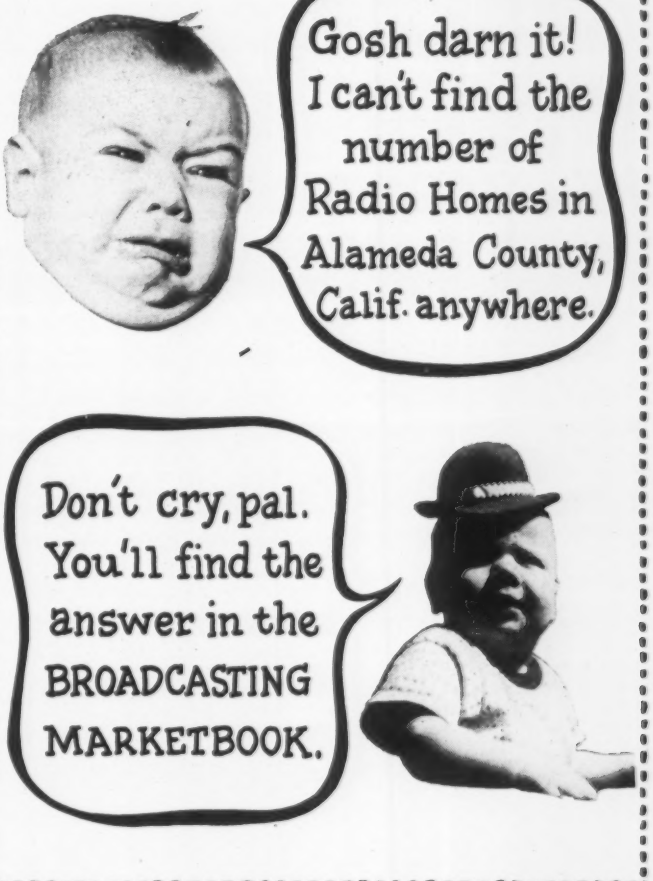
MANNY REINER resigned his post Friday as sales manager of Louis G. Cowan Inc., television and radio program producers, to accept appointment effective today (Monday) as vice president in charge of sales for PSI-TV Inc., producers and distributors of television film programming.

Mr. Reiner

In announcing the appointment, Paul White, PSI-TV president, said addition of Mr. Reiner is part of an expansion program including opening of a Hollywood office and filming of 10 new TV series for which pilot films have been completed.

Before joining Cowan in 1950, Mr. Reiner was general manager in Latin America and Australasia four years for David O. Selznick. He previously was a film officer in Europe for the Office of War Information from 1942 to 1946 and before that was associated with Metro-Goldwyn-Mayer, Monogram Pictures and Paramount Pictures.

Mr. White said Mr. Reiner will name a divisional manager in Chicago. His headquarters will be at PSI-TV's New York offices.


Gosh darn it! I can't find the number of Radio Homes in Alameda County, Calif. anywhere.
Don't cry, pal. You'll find the answer in the BROADCASTING MARKETBOOK.

KFJI BIRTHDAY

Station Begins 30th Year

KFJI Klamath Falls, Ore., on July 19 began its 30th year of broadcasting.

The day was marked with special programming and salutes from MBS and the Don Lee networks. In addition, four network personalities transcribed station break congratulatory announcements; 14 local leaders did the same.

Station is licensed to KFJI Broadcasters Inc., of which W. D. Miller is president. Dick Maguire serves as general manager, commercial manager and program director.

WHAM BIRTHDAY

Outlet Marks Anniversary

WHAM Rochester, N. Y., celebrated its 30th birthday anniversary and reversed the usual procedure by sending "birthday presents" to its current advertisers.

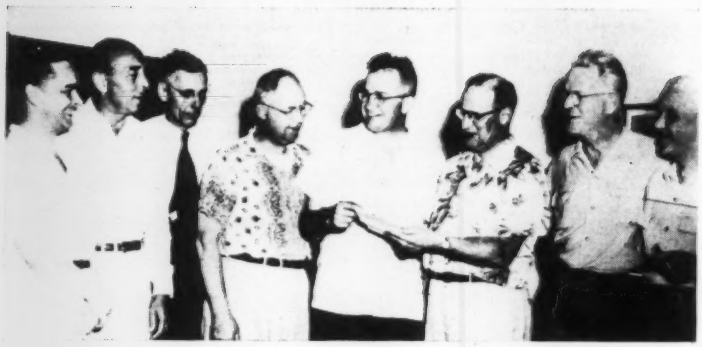
The presents took the form of a 30% bonus of free time for every dollar of local and national spot business on the station during anniversary week.

To achieve maximum surprise and avoid suspicion that the "bonus" was a disguised gimmick for extra time sales during anniversary week, the station did not give any advance notice to advertisers and their agencies.

Clients' first news of the "birthday present" was an invoice for the bonus time marked "paid," together with a covering letter from John W. Kennedy Jr., WHAM general sales manager, explaining that the bonus commercials already had been aired.

Wherever possible, the "bonus" invoices and letters were delivered personally by WHAM's local salesmen and by salesmen of the George P. Hollingbery Co., WHAM's national sales representative.

WHAM went on the air July 11, 1922, with 100 w. It was assigned 50 kw and a clear channel in 1933.



NEWLY-NAMED directors of Wisconsin Network [B•T, July 7] are (l to r): Glen Holznecht, WJPG Green Bay, representing network's president, John M. Walter of that station; Sidney H. Bliss, WCLO Janesville, WGEZ Beloit; W. C. Forrest, WIBU Poynette, WWCF Baraboo; A. H. Lange, KFIZ Fond du Lac; Earl H. Huth, WHBY Appleton, vice president; George T. Frechette, WFHR Wisconsin Rapids, secretary-treasurer-managing director; G. P. Richards, WHBL Sheboygan, and Harold J. Newcomb, WRJN Racine.

WCAU CONTRACTS

Seven New Schedules

SEVEN advertisers have signed with WCAU Philadelphia for extensive spot, participation and program schedules, Jack deRussy, sales manager, has announced.

Spots signers and agencies were Quality Importers, New York, for Welch's Wines, eight weeks through Al Paul Lefton Co.; Knolar Products (Nola flakes), Camden, N. J., 13 weeks through Lamb & Keen; Coca-Cola, 13 weeks, through D'Arcy Adv. Program participations: F. O. Pierce Paint Co., New York, *For Women Only*, 52 weeks, Albert Weisberg Adv., and Wrisley Soap, Chicago, *Housewives Protective League* and *Sunrise Salute*, 13 weeks, through Earle Ludgin & Co. Program periods, both five-minute newscasts: Soilax, 52 weeks, through Scheideler, Beck & Werner Adv., and Pertussin, 30 weeks, through Erwin, Wasey & Co. Adv.

Hambletonian Aug. 6

REYNOLDS Metals Co., Richmond, Va., is sponsoring the broadcast of Hambletonian, harness racing classic, on CBS Radio, Aug. 6, 5:15-5:30 p.m. Company also sponsored CBS Radio's coverage of the 1951 classic. Agency is Buchanan & Co., New York.

BAB SALES CLINIC

Held at Indianapolis

WIRE Indianapolis was host to 50 representatives of 12 radio stations July 18 at a BAB sales clinic. Kevin Sweeney, BAB vice president, and Jack Hardesty, director of local BAB promotion, were principal speakers.

Indiana stations represented included WTTS Bloomington, WORX (FM) Madison, WPGW Portland, WSBT South Bend, WWCA Gary, WIOU Kokomo, WBAT Marion, WTHI Terre Haute, WASK Lafayette, WKBV Richmond, WXLW and WIRE Indianapolis and WMOK Metropolis, Ill.

IBA MEETING

Fellows to Speak Aug. 1

ANNUAL meeting of the Iowa Broadcasters Assn. will be held this Friday at the Savery Hotel in Des Moines. A luncheon and cocktail party are scheduled.

A top discussion reportedly is slated on commercial television programming by the state-supported WOI-AM-TV Ames. Among speakers to be heard are Harold E. Fellows, president, NARTB, and Hedo Zacherle, assistant counselor, Des Moines *Register & Tribune* and the Cowles Broadcasting Co.

Regatta Coverage

GENERAL Petroleum Corp. (Mobiloil and Mobilgas) will sponsor the approximately five-hour radio coverage of the 45th Gold Cup Regatta on Lake Washington on KOMO Seattle Aug. 9. A 10-man special events crew from the station will handle the event. Agency for the firm is West-Marquis Inc., Seattle.

WOR New York and MBS will return to Camp Pickett, Va., at the end of this month with another "Broadway Revue" show under the supervision of Nat Abramson, director of WOR's entertainment bureau.

WHAS OBSERVES

30th Year on Airwaves

CELEBRATION of WHAS Louisville's 30th anniversary took place July 18 with a special broadcast titled "Fore and Aft," messages from CBS network stars and a message to the audience by Barry Bingham, president of WHAS, the *Courier-Journal* and the *Louisville Times*.

WHAS, which claims the first broadcast of the Kentucky Derby in 1925, began operation in 1922 with this remark by Judge Robert Worth Bingham, then president: "I want a radio station which will reach into the farthest confines of the state, where a man may string an aerial from his cabin to the nearest pine tree, and sitting before the fire in his chair, have a pew in the church, a seat at the opera, a desk at the university." The station believes these wishes have been fulfilled many times.

WHAS has broadcast *Fellowship Chapel* on Sunday nearly 30 years and since 1929 has carried U. of Kentucky programs, winning a national award in 1949 for its two semesters of college by radio. WHAS stayed on the air 188 continuous hours during an Ohio River flood in 1937, and in 1946 won a Peabody Award for its *Wake Up Kentucky*, dramatic series.

Other awards have come from Ohio State U. for farm features in 1951, American Cancer Society in 1948 and special commendation from the Alfred I. duPont Awards Foundation this year for community service. A special fire prevention program, *A Chance to Live*, has been broadcast annually since 1949 and 37 stations rebroadcast it last year.

A 50 kw, Class 1-A clear channel station, WHAS operates on 840 kc and is a basic CBS Radio affiliate. Director is Victor A. Sholis, well known in the radio industry.

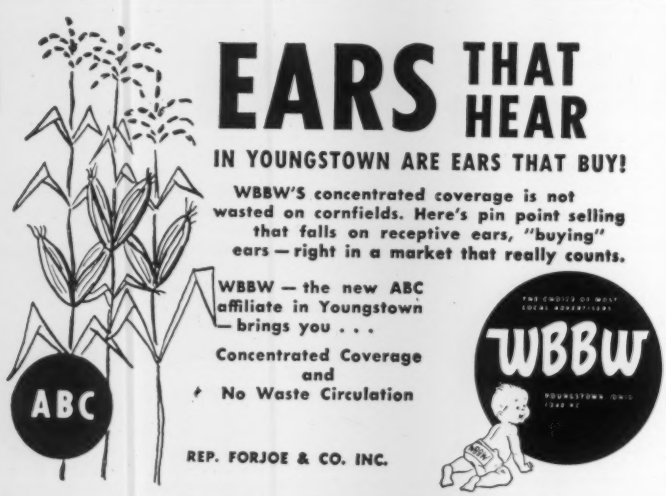
MEDIA IMPACT

Effect on Children Studied

INFLUENCE of radio and television on the development of children was discussed at Northwestern U., Evanston, Ill., Friday and Saturday during a meeting of the Conference on Foundations of Reading and Language Improvement. Although members of the group were concerned primarily with books, the effects of other communications media — comics, motion pictures and broadcasting —were studied also.

Radio, TV, movies and comics were covered in a paper presented by Paul Witty, N. U. education professor. He concentrated on sectional meetings concerned with the role of communications in a democracy, language problems, improvement of remedial instruction and improvement of language teaching.

CKLD Thetford Mines, Que., has joined Canadian Assn. of Broadcasters as 112th member station.


EARS THAT HEAR
IN YOUNGSTOWN ARE EARS THAT BUY!
WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.
WBBW — the new ABC affiliate in Youngstown — brings you . . .
Concentrated Coverage and No Waste Circulation
ABC
WBBW
REP. FORJOE & CO. INC.

Strictly Business

(Continued from page 16)

television; that all radio spot, and especially farm business, is up, and that stations with the best merchandising concepts and follow-throughs sell most easily.

Mr. Wrath's first and only radio job began in August 1939, when he joined Headley-Reed the day it was organized as the broadcasting branch of Kelly-Smith newspaper representatives. He joined the Chicago office as a salesman after attending Northwestern U.

In college, he majored in accounting and commerce, and was a member of Phi Kappa Psi and the swim team. After leaving N. U., he worked as a lifeguard at the River Forest (Ill.) Tennis Club, to which he now belongs, for a few months until joining the station representative firm. When Frank Headley and Dwight Reed left the company which bears their names to organize H-R Representatives, Mr. Wrath was chosen Chicago manager in February 1950.

As manager of an office with four salemen and three office assistants, he split AM and TV sales two months ago. The AM list, in the 13 years he has been with the company, has grown from 16 newspaper-owned stations to 35. Mr. Wrath spends most of his time in Chicago, covering 22 agencies himself, but also make trips to key markets in his midwest territory.

He was married to the former Jean Carson 11 years ago. They live in Oak Park, Chicago suburb where he was raised, with their youngsters, Stephen, 9; David, 6; and James, 2½. Early in his marriage, Mr. Wrath served with the armed forces "four years, eight months and 22 days."

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

allied arts

DR. THOMAS T. GOLDSMITH named president and director of DuMont Television & Electronics Ltd., Canadian subsidiary of Allen B. DuMont Labs., Clifton, N. J.

JOHN and **DREW EBERSON**, architects and engineers for theatrical industry with offices in N. Y., announce formation of TV department for planning TV production facilities.

JOSEPH A. FINLEY promoted to post of client service executive, Nielsen Food-Drug Index Service, A. C. Nielsen Co., S. F.

HARRY FRIEDMAN, assistant to director of industrial relations and personnel director at Television Network Div., Allen B. DuMont Labs. Inc., has resigned effective Aug. 15, to resume law practice in N. Y.

KELL TODD, Illinois Watch Case Co., Elgin, Ill., to Gates Radio Co., Quincy, Ill., as plant manager. **ROGER VEACH** to latter firm as director of personnel and public relations.

Mr. Veach

Mr. Todd

EARL STEIKER appointed general manager, Rectifier Div., Galvanic Products Corp., N. Y.

JOHN J. ADAMS, Boston bureau, United Press, transfers to newly opened Concord, N. H. branch as manager. Office of new UP bureau is in Patriot Bldg., 4 Park St.

MORTON G. SCHERAGA promoted to assistant technical sales manager of Instrument Div., Allen B. DuMont Labs., Clifton, N. J.

ETTINGER CO., public relations firm, will move New York offices from Squibb Bldg. to larger quarters at 509 Madison Ave., effective today (Monday).

BUZZ REIMER, engineer, WSYR Syracuse, to Philco Corp., Phila., in same capacity.

LEE R. BLEVINS, part owner of Kling Studios, Chicago, to Hollywood, as manager of new office there.

Mr. Blevins

ANDREW N. McLELLAN, Toronto TV consultant, elected to fellowship of The British Television Society, London.

WARD PRODUCTS Corp., Cleveland, Ohio, announces publication of "Your Road to Better FM," pamphlet describing company's FM antennas. Titled Form 54-178, pamphlet is available from Ward distributors.

LORNA JONES, secretary to **BUD COLE**, program director, KNBH (TV) Hollywood, to Jack Douglas Productions, that city, as producer of KNBH (TV) *Bill Stulla's Parlor Party*. **BARBARA BRIGHT** joins firm as assistant producer.

GILBERTO SOUTO, director of foreign publicity for Walt Disney Productions, Burbank, to United Artists Productions Inc., Hollywood, as director of advertising publicity with headquarters in Rio de Janeiro.

LEROY RENWICK, manager of Milwaukee office, Muntz TV, to Seattle in similar capacity.

BILL BARTLESON appointed Minnesota, North and South Dakota representative for Ward Products Corp., Cleveland. Headquarters are in Minneapolis.

M. M. ELLIOTT, Canadian Marconi Co., Montreal, to general manager of Motorola Canada Ltd., Toronto (TV receivers).

BOB BRADFIELD, associate of Kenneth Harlan, L. A., talent agent, to Lou Irwin Agency, Hollywood, in similar capacity.

THOMAS MacLEOD, freelance publicist, to Barnett Film Service, Hollywood, as publicity director.

Equipment . . .

RCA VICTOR Engineering Products Div. has announced new desk-mounting FM transmitter-receiver for public safety and industrial mobile radio systems operating in the 152-174 mc band. New "Carfone" unit (Model CSC-60A) can transmit on three frequencies and receive on two, enabling multi-channel operation and can be used to coordinate several different communications systems in a network.

Technical . . .

BOB McCABE, engineer, WSYR Syracuse, father of girl, Marilyn Lois, July 19.

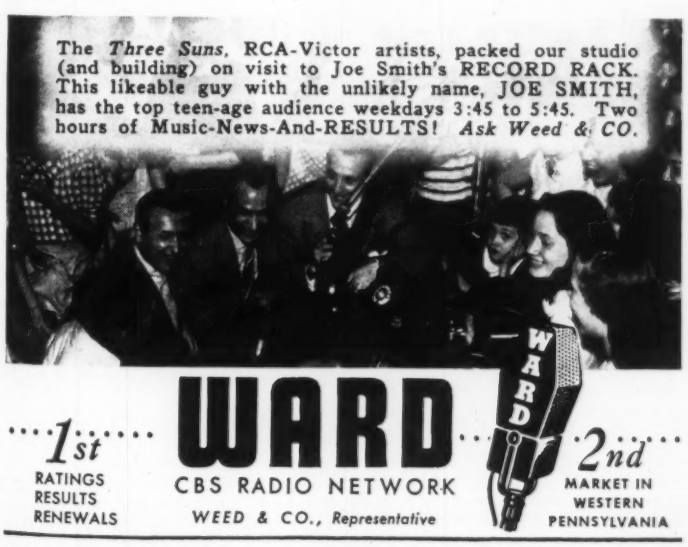
HOWARD E. PLASCHKA, chief engineer, KCRE Crescent City, Calif., father of girl, Susan Lorraine.

Defense Reports

INDUSTRY figures prominently in two plans detailed by the Dept. of Commerce in the past fortnight with stress on "post attack" and "post defense" mobilization phases. Plans were announced by Defense Production Administrator Henry H. Fowler and Secretary of Commerce Charles Sawyer. DPA has set up a post-attack production staff to handle plans for rebuilding industry after any enemy attack, rehabilitation and pre-attack plant dispersion. The post-defense plan involves a study of potential markets for goods and services of American business once current defense goals have been met, perhaps about mid-1953.

WGAR's Bonanza Beat

EXCLUSIVE handled by WGAR Cleveland's news department featured announcement of a $4 million gift to 16 local institutions by Cleveland philanthropist Claud Foster, 79-year-old inventor of the Gabriel snubber, first shock absorber used on automobiles, according to Carl E. George, WGAR general manager. Night News Editor Jack Dooley handled the special 15-minute show on 50-kw WGAR and newspapers followed up next morning with stories on the big donation.


The *Three Suns*, RCA-Victor artists, packed our studio (and building) on visit to Joe Smith's RECORD RACK. This likeable guy with the unlikely name, JOE SMITH, has the top teen-age audience weekdays 3:45 to 5:45. Two hours of Music-News-And-RESULTS! *Ask Weed & CO.*
WARD

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City

KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

MATERIALS MEET

Shortages Draw Attention

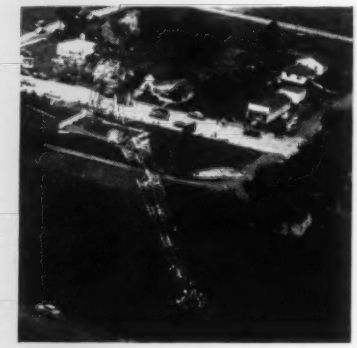
THE WORLDWIDE International Materials Conference turned its attention to shortages of newsprint and strategic materials during July, offering recommendations which touch on the long-run welfare of American newspaper publishers, radio-TV broadcasters and electronic manufacturers.

In its latest announcement, the conference said it had studied the newsprint situation but found no immediate necessity of allocating world supply. Another review was promised for next September by IMC's Pulp-Paper Committee. Newsprint has been a source of constant study by OPS and Congress, what with publishers concerned with its relation to advertisers' budgets.

In earlier actions, another IMC committee announced recommended distribution of nickel and cobalt (used in radio-TV alnico magnet speakers) for the current '52 quarter. An arrangement reportedly was set up whereby U. S. domestic users may purchase either metal allocated to other countries not used by them. Similar plans were made for tungsten (used in set tubes) and molybdenum.

IMC was set up in the spring of 1951 as emergency machinery to assist in the fair distribution of scarce materials. Critics of IMC —in Congress and in government quarters—have charged that the U. S. acted rashly in electing to join the United Nations type of organization.

According to the report of the late President's Materials Policy Commission, headed by CBS Board Chairman William S. Paley, IMC committees "are autonomous and have power only to make recommendations to member governments." Assembled data serve, however, as the basis for allocations among various countries.



A TORNADO, which twisted through Rice Lake, Wis., June 24, destroyed the 454-foot tower of WJMC-AM-FM. Thanks largely to WJMC engineers, the station lost only 9 hours, 40 minutes of operating time.

WACA Meets Crisis

WHEN an electrical storm caused WACA Camden, S. C., equipment to fail, the station borrowed equipment from the city engineer, the local electric company and its local radio salesman, a radio ham, until WACA's own equipment could be repaired and replaced. The station lost only 83 minutes broadcast time.

NEWS DILEMMA

Related in Davis Article

DILEMMA of press and radio reporters between simple "objective" reporting that fails to give the listener or reader a complete picture of the news and "interpretive" reporting which is apt to color the news with the prejudices of the reporter is set forth by Elmer Davis, ABC commentator, in an article, "News and the Whole Truth," in *Atlantic Monthly* for August, which uses Mr. Davis' picture on its front cover.

Mr. Davis sums up his argument:

"The good newspaper, the good broadcaster, must walk a tightrope between two great gulfs—on one side the false objectivity that takes everything at face value and lets the public be imposed on by the charlatan with the most brazen front; on the other, the 'interpretive' reporting which fails to draw the line between objective and subjective, between a reasonably well established fact and what the reporter or editor wishes were the fact."

FLOOD RELIEF

Pope Lauds WOV for Aid

WOV New York has received an official letter from Pope Pius XII, praising the station's listeners for their financial contributions for the relief of Italian flood victims. A check for $40,000 subscribed by WOV listeners was recently handed to the Holy Father personally by Richard O'Dea, WOV president.

Pope Pius' letter, transmitted through Msgr. J. B. Montini, acting Secretary of State of the Vatican, lauded the "truly Christian charity which prompted this generous donation towards so worthy a cause" and expressed his "cordial gratitude to all those who contributed to this presentation."

ABC-NBC Operators

HEARING has been directed by the National Labor Relations Board on craft severance issue involving teletype, communications and traffic operators of ABC and NBC in four major cities. Commercial Telegraphers Union Local 146 (AFL) last fall sought representation of teletype personnel at networks' New York, Chicago and Los Angeles offices and at ABC's San Francisco center. NABET (CIO) currently holds contracts with networks. Communications operators handle teletypewriter equipment for transmission between networks and their radio-TV outlets, as well as with AT&T, Western Union, RCA and other carriers. Appeal Review Board, in ordering a hearing, reversed a regional NLRB director's decision which had dismissed the petitions.

Charles Warburton

FUNERAL services for Charles Warburton, 64, ABC radio director of *My True Story* since 1944, were held last Tuesday in Flushing, N. Y. Mr. Warburton died of a heart attack on July 19. Before joining ABC, Mr. Warburton had been an actor-director for NBC since 1927. He is survived by his wife, Mrs. Ingrid Muller Warburton, two daughters, and a son.

CASH DISCOUNT

WHIO-AM-TV Commended

WHIO-AM-TV Dayton was commended last week by the chairman of the Committee on Radio & Television of the American Assn. of Advertising Agencies, Frank G. Silvernail of BBDO, for adopting a 2% cash discount on national advertising. "To our knowledge," Mr. Silvernail said, "WHIO-TV is the first TV station to adopt the new 2% cash discount.

"Because of the dollar amounts involved in television and the special need for prompt payment, we hope that this leadership will be followed in the television industry just as the cash discount has been adopted by majorities of other media," he said.

Several television stations have variations of the 2% cash discount, adding a penalty for late payment or making other discounts contingent on prompt payment; others have not yet adopted any payment safeguard, according to AAAA.

WTSA SOLD

$50,000 Is Reported Price

SALE of WTSA Brattleboro, Vt., from Granite State Broadcasting Corp. to Theodore Feinstein, owner of WLYN-AM-FM Lynn, Mass., for $50,000 was announced last week. It is subject to FCC approval.

Two-year-old Green Mountains station is on 1450 kc with 250 w power. WLYN operates on 1360 kc with 1 kw daytime only. Granite State Broadcasting Corp. owns three stations in New Hampshire: WKBR - AM - FM Manchester, WTSV-AM-FM Claremont and WTSL Hanover-Lebanon, in addition to the Vermont station. Sale was made through Blackburn-Hamilton Co., station brokers.

To Address Texans

FRED A. PALMER of Fred A. Palmer Co., radio management and operation consultants, will address Texas broadcasters at their Sept. 17 meeting in Fort Worth. His talk-demonstration will be on "How to Close a Sale."

with the

SESAC

Transcribed Library

A COMPLETE SERVICE FOR
$40 TO $57.50
A MONTH
based on advertising rates

- OVER 4000 MUSICAL SELECTIONS
- SCRIPTS • PROGRAM NOTES
- BRIDGES, MOODS AND THEMES
- DOUBLE-BARRELLED SALES AIDS

SESAC Inc., 475 Fifth Ave., N. Y. C.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums

LEWIS MARTIN, director of the WBT Charlotte Housewives Protective League, made a special effort to reach the out-of-home audience. On the occasion of a "Lewis Martin Week" at a Charlotte grocery chain, a tiny tape play-back machine was concealed in a display of League-advertised products. Whenever a shopper's push-cart crossed a wire near the display, the machine went into action. Mr. Martin's voice was heard plugging the products displayed. Mr. Martin also used 45-second tapes to add a plus for his two programs heard daily over WBT.

MERCHANDISING PACT

YEAR-LONG merchandising agreement has been signed between the Gallaher Drug Co. and Crosley Bcstg. Co. The drug chain has many midwest outlets in the coverage area of WLW and WLWT (TV) Cincinnati, which are licensed to the Crosley firm. Thirty-four stores will be used each month, effective Aug. 1, for live merchandise counter displays, while 22 stores in the Dayton area will devote window space for two weeks each month to displays of products advertised on WLW and WLWT (TV). Gallaher's will use a series of spots on those stations to advertise their own merchandise, as well as nationally advertised brands.

PROMOTION FOR 'TODAY'

WTVJ (TV) Miami has begun a month-long promotion to build an audience for NBC-TV's 7-9 a.m. program, *Today*, featuring Dave Garroway. Contests awarding prizes of wristwatches, hosiery, clothing, jewelry and other merchandise have been started on three WTVJ afternoon shows.

'GUEST STAR' DATES

SCHEDULED release dates of August programs in the Savings Bonds Div. series of *Guest Star* transcriptions are as follows: Aug. 3, Billy Eckstine; Aug. 10, Mona Freeman; Aug. 17, Milt Herth Trio; Aug. 24, Peggy Lee; Aug. 31, Bob Crosby.

'HOOK UP WITH WIBW'

WIBW Topeka, Kan., sends mailing piece to which is attached an all-purpose hook, which may be screwed into a wall. Station tied this useful gadget up with the idea, "Hook Up With WIBW." Also attached to mailing piece is a postage-free reply card through which more hooks may be requested. Addresses were given for Capper Publication offices in six major cities, all of which serve as sales representatives for WIBW.

MISSOURI EXHIBIT

MISSOURI Broadcasters Assn. will sponsor "a most interesting, entertaining and informative exhibit" at the Missouri State Fair at Sedalia, Mo., Aug. 16-24. Display has been designed and is being constructed under the supervision of Harold Storm, KMBC Kansas City, Mo.; Judd Wyatt, KMMO Marshall, Mo., and C. W. Doebler, KMOX St. Louis.

WFAA PARTY

WFAA Dallas gave itself a 30th anniversary birthday party June 23-29, invited listeners, and ended up being host to 30,320 guests. In a station publication, *The WFAA News*, dated July 25, Alex Keese, WFAA manager, commented, "It was a most gratifying and heartwarming experience for us all." Publication also contains July program schedule.

A SUNDAY GUEST

BUD GUEST, WJR Detroit's reporter-at-large, and his "sunnyside stories" have been a weekday morning habit with Detroiters. Now, however, area listeners can enjoy Mr. Guest's "sunnyside stories" on Sunday as well. July 20, Mr. Guest began a series of Sunday broadcasts through sponsorship of the Twin Pines Farm Dairy.

WOWO'S AWARD

PERSONALIZED presentations bearing the name of the person to whom the presentation has been sent are being distributed by WOWO Fort Wayne, Ind. Inserts in the pocket pages deal with an award given to the station for outstanding public service in fire prevention. Pamphlet campaign which the outlet conducted featured puppets delivering fire prevention messages "for kids from 7 to 70."

KSTP BACKS TOURNAMENT

SOME 400 Minneapolis-St. Paul youngsters are participating in the KSTP-PGA Junior Golf Assn. which will climax Aug. 4 in championship playoffs and awarding of prizes by Minnesota governor C. Elmer Anderson. Tournament will end a six-week promotion by KSTP sports director Jack Horner in cooperation with the PGA in which children 14 and under were given free golf lessons by PGA instructors. Prizes include watches, trophies and bicycles.

SHIP TO SHORE SHOW

SIX-MINUTE recorded interview with S. S. *United States*' publicity director Walter H. Jones was broadcast over WNJR Newark July 14 during 6:15 p.m. newscast sponsored by Howard Savings Institution. Interview, giving first-hand account of passengers' reactions to liner's record-breaking East-West run, was recorded by WNJR announcer Carl Ide via ship to shore radio telephone.

SALUTE TO DU PONT

CEREMONIES commemorating the 150th anniversary of the du-Pont Co. were broadcast July 18 by WACA Camden, S. C. in honor of a local plant. An hour long program was written, directed and produced by the station's staff. Brief history of the plant was given. Show also featured musical selections interspersed with congratulatory messages from Camden merchants.

WRTA's STORY

COMBINATION of pictures and copy tell the story of the growth and development of WRTA Altoona, Pa., in a brochure put out by the station to point up its fifth anniversary. Roy F. Thompson, owner and general manager of the outlet stresses in the forward that "Radio is more than a business . . . it is a service . . . bringing the outside world into your homes and ties the functions of our community closer together. . . ."

RADIO PLUGS RADIO

POETIC copy is being used by KTFI Twin Falls, Ida., in a current pro-radio campaign. After announcements and station breaks the following definition of radio is aired:

"There are no taxes on it!
There's no subscription fee
There's no admission to it!
It's absolutely FREE."

RACING ON FILM

FITZGERALD BROS. Brewing Co., Troy, N. Y., through George R. Nelson Inc., Schenectady, is pioneering fast coverage of racing. During the racing season at Saratoga, special sound films of the races will be taken, processed right at the track and sent to WRGB (TV) Schnectady for evening use. The brewing firm has purchased five quarter hour and one half-hour segment for the four weeks when Saratoga is in operation.

KIDS ON TELEVISION

NEW weekly half-hour program has been added to the schedule at KTTV (TV) Hollywood. *Bamboozle* features a panel of three youngsters trying to avoid being bamboozled by five young contestants who dare the panel to identify a "whosit, whatsit or thingamajig." Wally Sherwin is producer-writer and m.c.

FIRST — IN NEWS — IN SPORTS — IN MUSIC

ASK TO SEE THE APRIL 1952 HOOPER

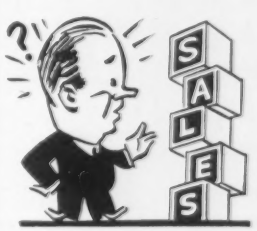
SEE RAMBEAU
NEW YORK—CHICAGO—LOS ANGELES

IMPACT RADIO SALES—DETROIT

5000 WATTS DAY
1000 WATTS NITE

LANSING, MICHIGAN

Trying to build up your sales?



Make KWK your radio buy in St. Louis

Pile up profits with KWK's LOW-low cost per 1000 radio homes delivered.

Your Katz man
has the stock of facts.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

DEFENSE BOND SALES

Secretary Snyder Lauds Radio, Video

BROADCASTING has contributed a major share of effort in the sale of Defense Bonds, drawing from Secretary of the Treasury John W. Snyder a salute "for a great job of public service."

Topping the Savings Bonds Div. campaign is *Guest Star*, heard on more than 2,900 radio stations from Maine to Hawaii and on the Armed Forces Radio Service. The quarter-hour transcription featuring top talent is in its sixth year. *Guest Star* was originated by Elihu E. Harris, director of advertising and promotion branch, Savings Bonds Div.

Leading artists in the dramatic, music and entertainment fields have appeared on the program, one of the first national programs recorded on tape.

Nearly all broadcast stations carry frequent bond spots, live and transcribed. Network stations average 12 bond sustainers each week from the four networks, featuring leading orchestras furnished through cooperation of the AFM. Advertising Council allocations on top radio and TV shows build the bond story 10 or 12 weeks each year.

Film announcements are heard on the nation's 108 TV stations and the networks, with stars frequently making a personal endorsement of the bond drive. Networks and affiliates give top coverage to bond promotion in their special events.

Snyder Lauds Radio

In lauding the radio industry, Secretary Snyder said, "One of the major factors in the success of our Defense Bond sales campaign to farmers, pay-roll savers and other groups has been the consistent and whole-hearted support which radio has given it ever since the beginning of our program.

"Right now more than 2,900 stations—the greatest lineup of stations ever to carry a single program—are regularly broadcasting our *Guest Star* series to promote the sale of Savings Bonds. It is through such generous support of public service campaigns of all kinds that radio has won the loyalty of its audience, and has become one of the indispensable elements of our American life."

KEY FIGURES in Defense Bond drive are: (l to r) Mr. Harris, director of advertising and promotion branch, Savings Bonds Div., and Mr. Linehan, chief of the advertising section.

* * *

Edmund J. Linehan, advertising section chief of the division, supervises bond advertising in all media, including *Guest Star* and other radio and TV material. He handles division relations with the Advertising Council, the eight advertising agencies serving as a task force, and all national media and advertisers.

AUDIO FAIR, slated to open Oct. 29 at the Hotel New Yorker, N. Y., will run for four days instead of three as has been the case in previous years. Fair is held annually in conjunction with convention of the Audio Engineering Society.

ABC, RWG AGREE

After 20-Day Strike

RADIO WRITERS GUILD and ABC worked out a "mutually satisfactory" settlement July 21 and ended a 20-day old strike by ABC news, continuity and other dramatic writers. Terms of the settlement were the same as those agreed upon July 18 by NBC and CBS [B•T, July 21].

The issue in dispute that delayed a settlement with ABC did not concern contract terms, an RWG spokesman said. The agreement with CBS and NBC included an understanding that personnel would be restored to the payroll as of July 16. ABC originally would not agree to this concession, he added, but after discussion on July 21 a "mutually satisfactory" arrangement was effected.

The new contract, to run until October 1953, provided for a $145-a-week minimum for writers with two years' experience. After Oct. 1, the minimum will be increased to $150. The pact also calls for commercial fees on network sponsored programs and for a $5 weekly differential for local commercial shows if the writer has 52 weeks of commercial news writing experience.

Amateur Rule

PROPOSED amendments to amateur rules regarding emergencies was announced July 23 by the FCC. Commission proposed to amend Part 12 of its rules by providing specific frequency bands within the number already allocated for amateur use to be used only for calling and answering by amateur stations except in cases of communications emergency when they can be used for emergency traffic.

FOUR ACES

WVCH Plug Brings Stardom

JAMES M. TISDALE, general manager, WVCH Chester, Pa., and Jimmy Lynn, WVCH disc jockey, have watched with permissable pride the rise of the Four Aces to their rating of one of the nation's top quartet recorders of popular songs.

About nine months ago, the Four Aces brought an acetate recording of their rendition of "Sin" to Mr. Lynn, who began plugging the tune. The tune, written by two other Chester residents, caught on.

A fortnight ago, the Four Aces, who have won national fame through their recording of "Sin," came home to Chester. Before a throng of 25,000 assembled in Chester Park, the quartet presented Mr. Lynn a gold pin, a replica of the millionth record of "Sin," for his efforts in plugging the song. WVCH recorded the program and rebroadcast it the following day.

NARTB AGENDA

Committee Studies Aug. 12

AGENDA for the 1953 NARTB convention, scheduled for April 29-May 2 in Los Angeles [B•T, July 21] will be discussed when NARTB's convention committee meets Aug. 12 in Washington.

Meeting will hear reports on Los Angeles facilities and proposed program plans from Clair R. McCollough, WGAL Lancaster, Pa., committee chairman, and C. E. Arney Jr., NARTB secretary-treasurer. Both returned lately from the West Coast.

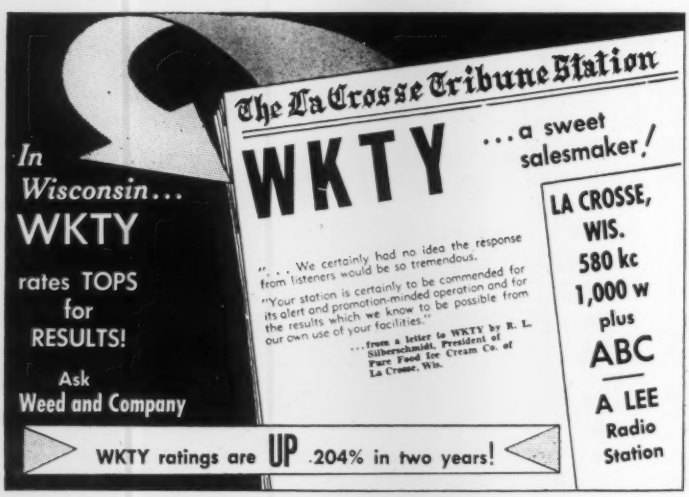
Both the management and engineering sessions will be held simultaneously, as in the past. Convention headquarters will be the Biltmore Hotel.

Meeting with the committee will be NARTB President Harold E. Fellows, Assistant to the President Robert K. Richards, Engineering Director Neil McNaughten and Mr. Arney.

Committee comprises in addition to Mr. McCollough, the following: Jack Harris, KPRC-TV Houston, Albert Johnson, KOY Phoenix, Howard Lane, WJJD Chicago, H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles, and Hugh B. Terry, KLZ Denver.

URSI Delegates Named

NINE-MAN delegation to the International Radio Scientific Union (URSI), slated to convene its 10th general assembly at Sydney, Australia, Aug. 11, was named by the State Dept. last Tuesday. The delegation comprises representatives of the Defense Dept., National Bureau of Standards, Bell Telephone Labs and American universities. URSI develops various studies on radio-electricity, and brings together scientists responsible for research "underlying the spectacular advances in electronics, radar, television and other applications of radio principles and techniques," the State Dept. noted. General sessions will highlight the assembly.


In Wisconsin...
WKTY
rates TOPS for RESULTS!
Ask Weed and Company
The La Crosse Tribune Station
WKTY
...a sweet salesmaker!
"... We certainly had no idea the response from listeners would be so tremendous.
"Your station is certainly to be commended for its alert and promotion-minded operation and for the results which we know to be possible from our own use of your facilities."
...from a letter to WKTY by R. L. Silberschmidt, President of Pure Food Ice Cream Co. of La Crosse, Wis.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

PROGRAM DIRECTORY
Prepared by NARTB

DIRECTORY of almost 300 open end radio transcription programs available for local sponsorship has been issued by NARTB and sent to all member stations as part of its member service.

Listings, the first issued since March 1949, were compiled from a survey of 28 producers and distributors. Titles are arranged under subject categories ("Adventure"—"Variety") and contain such information as length, title, number of episodes, talent and idea, producer and minimum cost. Costs range from 77 cents (for RCA's *The Name You Will Remember*) to $13 (for Ziv's *I Was a Communist for the FBI*).

The directory will be expanded and revised from time to time.

RADIO BY RADIO
NARTB Series Progresses

PAUL WHITEMAN, noted orchestra leader and ABC vice president, is the principal on the third disc in the *Radio on the Record* series sent to 400 radio stations which have subscribed to this NARTB campaign. Campaign started last April with H. V. Kaltenborn as the first luminary recorded. CBS News Commentator Edward R. Murrow was featured on the second disc sent out in May.

Backing up the Whiteman side of the disc are one-minute spots on the power of radio by James H. Carmichael, president, Capital Airlines; William J. Grede, president, National Assn. of Manufacturers; Pyke Johnson, president, Automobile Safety Foundation, and Morgan Beatty, NBC news commentator.

Nine more transcriptions are scheduled to be sent to the participating stations. This will round up the NARTB-sponsored campaign to sell radio by radio. Programs are produced by Drex Hines, pressed by Columbia Records and sold to stations at cost.

Oscar Elder, NARTB assistant director of public affairs, is supervising the series.

Film Report

(Continued from page 71)

duction starts in Hollywood in late fall. Radio version also is being prepared.

* * *

Frank Wisbar Productions, Hollywood, has started production on 11 new half-hour films for NBC-TV *Fireside Theatre*. The series, sponsored by **Procter & Gamble Co.**, resumes Tuesday, Sept. 30 in the 9-9:30 p.m. (EDT) time slot. The agency is **Compton Adv. Inc.**, Hollywood.

* * *

Production began in Paris last week on the 1952-53 television film series of *Foreign Intrigue*. Producer **Sheldon Reynolds** announced he would shoot the first four films in Paris, shift production to Stockholm later in the summer and ultimately expects to have two companies operating simultaneously by fall.

Mr. Reynolds said he has changed the format of *Foreign Intrigue* to include three leads instead of two —**Jerome Thor** and **Sydna Scott**— because of the heavy schedule of Mr. Thor and the two production companies. Mr. Reynolds will serve as producer for both companies and write portions of the scripts.

* * *

Illustrate Inc., Hollywood, is completing 13 quarter-hour stop-action films, *The Search for Christ*, to be released to TV and churches. The series, highlighting the Biblical period, is the proposed basis for a *Sunday School of the Air* program. **Bob Bruce** is writer-narrator and **Jack Boyd** is the director.

* * *

Princeton Film Center Inc. has completed a film on television for **American Telephone & Telegraph Co.** Ten-minute presentation features **Dr. N. F. Strieby**, noted lecturer, and will be distributed for theatrical and non-theatrical showings, including TV in the U. S. and Canada.

* * *

Roy Rogers Productions, Hollywood, is completing two more half-hour films in NBC-TV *Roy Rogers* series, produced by **Jack Lacey**: "The Ride of the Ranchers" by **Mike Raison** and "The Hijackers" by **William Lively**, both assigned to director **Bob Walker**.

Film People . . .

Glenn Miller, production manager for Horace Heidt Productions, joined **Filmcraft Productions**, Hollywood, as assistant production supervisor. **Paul Schmutz Jr.**, with firm's production department, has been named assistant technical supervisor.

* * *

Endre Bohem, producer with Paramount Pictures, joins **Screen Gems Inc.**, Hollywood, subsidiary of Columbia Pictures, as associate producer to **Jules Bricken** on NBC-TV *Ford Theatre* TV film series.

* * *

Maurice Tombragel, motion picture and TV writer, signed a year's contract with **William F. Broidy Productions Inc.**, Hollywood, to prepare scripts for *Trail Blazers*, half-hour TV film series starring **Alan Hale Jr.**

* * *

George Jenkins signed to direct CBS-TV *Four Star Playhouse*, sponsored by **Singer Sewing Machine Co.**, New York, starting Sept. 11. Half-hour film series, distributed by **Official Films**, will be produced by **Don Sharpe** and star **Rosalind Russell, Charles Boyer, Dick Powell** and **Joel McCrea** on a rotating basis. Cost of time and talent for first 26 films is reported in excess of $1,250,000.

* * *

Edmund Gwenn, 1947 Motion Picture Academy Award winner, signed by **Screen Gems Inc.**, Hollywood, to star in "Snow Image," half-hour film in NBC-TV *Ford Theatre* series. The story by **Nathaniel Hawthorne** is being adapted by **Edward Hope**, novelist and short story writer.

* * *

Aram Katcher, radio-film actor, has been signed by **Edward Lewis Productions**, Hollywood, to portray Mr. Kolo, principal in *Affairs of China Smith*, series of 52 half-hour TV films starring **Dan Duryea**. The pilot film has already appeared on CBS-TV *Schlitz Playhouse of Stars*.

* * *

Harry H. Thomas, member of board of directors in charge of domestic, foreign, TV and theatrical sales activities for **Souvaine Selective Pictures**, New York, in Hollywood to arrange for West Coast distribution facilities.

* * *

Oliver A. Unger, executive vice-president in charge of feature films for **Snader Telescriptions Sales Inc.**, New York office, has added duties of acquiring and handling the new productions of independent producers for TV distribution.

TORONTO SURVEY
Made by Penn McLeod Assoc.

RESULTS of a new type coincidental saturation survey at Toronto were shown to radio executives July 23 by Penn McLeod Assoc., Toronto and Montreal, and subsequently the research firm will make similar surveys each three months.

Under the study, researchers called every 14th name in the Toronto telephone book, evenings and daytime, for a seven-day week. A similar survey is to be made at Montreal and plans call for simultaneous surveys in major Canadian cities this fall.

In small cities almost every name in the telephone book will be called. Plans also call for a fall TV town study of Toronto TV and non-TV homes to find social tendencies, listening, viewing habits and other data.

Penn McLeod Research Inc. has been formed in the U. S. and similar surveys there are to be started this fall. Temporary firm headquarters are at the Roosevelt Hotel, New York. Requests have been made for studies of the Buffalo and New York areas.

STANDARD Radio Transcription Services Inc. has added KPAT Pampa, Tex., KMUS Muskogee, Okla. and CKNW New Westminster, B. C., to stations subscribing to Standard Program Library. Contract with KOCY Oklahoma City has been renewed.

KGW

THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

Our Respects to

(Continued from page 48)

uated with his original class.

Since his home was in New York, that appeared a logical place to start a career. He soon lined up a job in Wall St., spending 14 years in the canyon as research statistician, conductor of economic and financial studies and finally bond salesman. During the '30s, things slowed down to a walk in Wall St., leading Mr. Allerton into management and sales engineering. Most of the time he operated his own consulting business.

Along came another war, and again a call to service. This time he became a management consultant to the War Dept., Quartermaster Corps, concentrating on procurement and warehousing.

In 1945 he left the War Dept. to join Crossley Inc., research firm conducting the program popularity studies for Cooperative Analysis of Broadcasting. CAB was financed jointly by American Assn. of Advertising Agencies and Assn. of National Advertisers.

Next post-war stop was Free & Peters, one of the first and largest of the major station representative firms. If there's one place to get a quick education in the hard facts of radio sales, it's in the office of a representative. Having learned much about the network side of radio at CAB, Mr. Allerton absorbed the other side of the story as research director at F&P.

One of his larger achievements was preparation of a spot sales manual covering 25 years of broadcasting. That was followed by an analysis of the television situation —a 1946 study that was widely circulated and laid out the course of the visual medium with prophetic accuracy.

All the time Mr. Allerton was nursing the idea of entering the advertising agency field as a market research specialist. He observed an acute need for authentic material to be used in evaluating media against each other. The idea led finally to Abbott Kimball Co., New York agency, as director of marketing and research. After a group in the agency decided to start its own firm — Wyley, Frazee & Davenport—he wound up at one of the nation's major advertising agencies, William Esty & Co., working on new business. That connection led to the NARTB research post.

Mr. Allerton is a member of the American Marketing Assn. He married Lucy G. Stoughton, New York, three years after graduating from college. They have three children.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
EXTRA-WEEK
June 8-14, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	You Bet Your Life (NBC)	7.6
2	Broadway Is My Beat (CBS)	7.2
3	Romance (CBS)	6.7
4	Fibber McGee & Molly (NBC)	6.6
5	Dr. Christian (CBS)	6.2
6	Big Story (NBC)	6.0
7	Walk A Mile (CBS)	5.9
8	Lineup, The (CBS)	5.3
9	Great Gildersleeve (NBC)	5.3
10	Bob Hope (NBC)	5.3

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. NIELSEN Co.

CHUM Interests

JOHN PART, president of CHUM Toronto, has bought one-third stock in the station from E. A. Byworth, Toronto, one of three owners who each controlled one-third of the shares. Mr. Part bought his second third interest for $100,000 and now owns station with R. T. Fulford. Both Messrs. Part and Fulford operate proprietary medicine firms which use time on CHUM.

WCMB Joins MBS

WCMB LeMoyne, Pa., becomes affiliated with MBS Aug. 3, it was announced last week by General Manager Ed K. Smith. Station, which operates 24 hours a day, is on 1460 kc with 5 kw power and is considered a Harrisburg outlet. MBS at present shares affiliation with NBC on WKBO Harrisburg.

WCFM PROFIT

Reports First Since '48

WCFM (FM) Washington, D. C., a cooperative station, is operating at a profit for the first time since it took the air in 1948, "thus becoming one of the first FM-only stations . . . on the plus side of the ledger," it was announced last week.

A quarterly financial report, first issued since the station underwent reorganization last March, reported a net income in each of the three months ending May 31. Management of WCFM was taken over by Leon Loeb, owner-operator of Sound Studios Inc., Washington.

Mr. Loeb, who was asked by stockholders to assume WCFM management, brought about a cash income - over - expense balance of $1,048 by reducing number of engineers, announcers and other staff personnel, it was said. Programming has not been impaired by the slash, Mr. Loeb stressed. WCFM claims a listening audience of 30,000 in the Washington area and at other points in Virginia, West Virginia and Maryland.

RADIO ARCHIVES

Sought by Haverlin

RADIO PIONEERS is asking the help of all broadcasters in assembling a permanent collection of "photographs and other memorabilia" to preserve for posterity something of the early days of radio.

Photographs and other material should be sent to Carl Haverlin, president, Broadcast Music Inc., 580 Fifth Ave., New York 19, N. Y. Mr. Haverlin is chairman of the project committee of the New York Chapter of the Radio Pioneers. Materials sent will be carefully cared for, Mr. Haverlin said. Copies will be made of originals of the materials sent and the originals returned when requested, it was added. The accumulated material eventually will be housed in a suitable shrine, with an inscription stating by whom the article was contributed, or lent.

COPYRIGHT LAW

Truman Signs Bill

AMENDMENT to the copyright Law (HR 3589), which extends copyright protection to literary non-dramatic works [B•T, July 21, 14], was signed by President Truman last week. Bill, fathered by Rep. Joseph R. Bryson (D. S. C.), became Public Law 575 with the President's signature. It goes into effect Jan. 1, 1953.

Unwitting infringement by a broadcaster makes him liable to a fine of not more than $100. Where copyrights are infringed purposely, the law specifies a penalty of $1,000 and/or a year in jail. Civil damages up to $5,000 also are permitted.

BUDGET CUT

Forces 'Review' Off Air

CONGRESSIONAL cut in the Defense Dept.'s 1953 budget funds for public information "prestige" shows resulted in the cessation of *Armed Forces Review* last week.

The MBS sustainer, which has been on the air for the past 13 months, was dropped after last Friday's broadcast because of a "recent reduction in staff strength and budget," according to Charles Dillon, chief of the department's Radio-TV Branch, Office of Public Information.

This was the second such program to leave the air in recent months, although for different reasons. *Defense Report* was dropped with the suspension of the LBS network last May. Mr. Dillon said his branch will continue production of *Time for Defense* on ABC radio and *Pentagon-Washington* on the DuMont TV network. All programs are aired by the networks as public service features.

In announcing the *Review* curtailment, Mr. Dillon praised Mutual for its presentation of the documentary-musical series and expressed regret it had to be dropped. Also affected by the money reduction is *Defense News for Women*, a monthly newsletter for women broadcasters. Cutbacks, however, were not as stringent as first estimated [B•T, July 7, May 26].

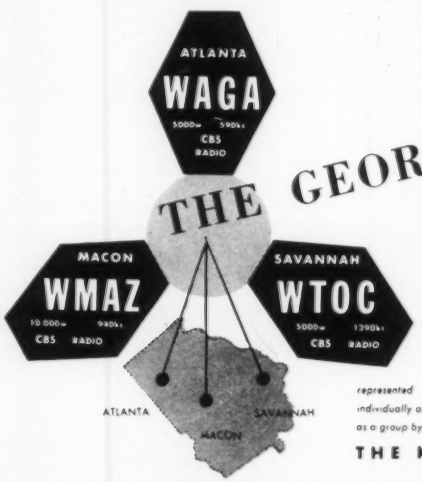
the player

Capitol's new, low-cost open end dramatic show

15 minute dramas—mystery, comedy, adventure, westerns
—easier to program
—easier to sell!

Audition discs and brochures available now!

CAPITOL RECORDS
Distributing Corp.
BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.



represented individually and as a group by
THE KATZ AGENCY, INC.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

Presenting

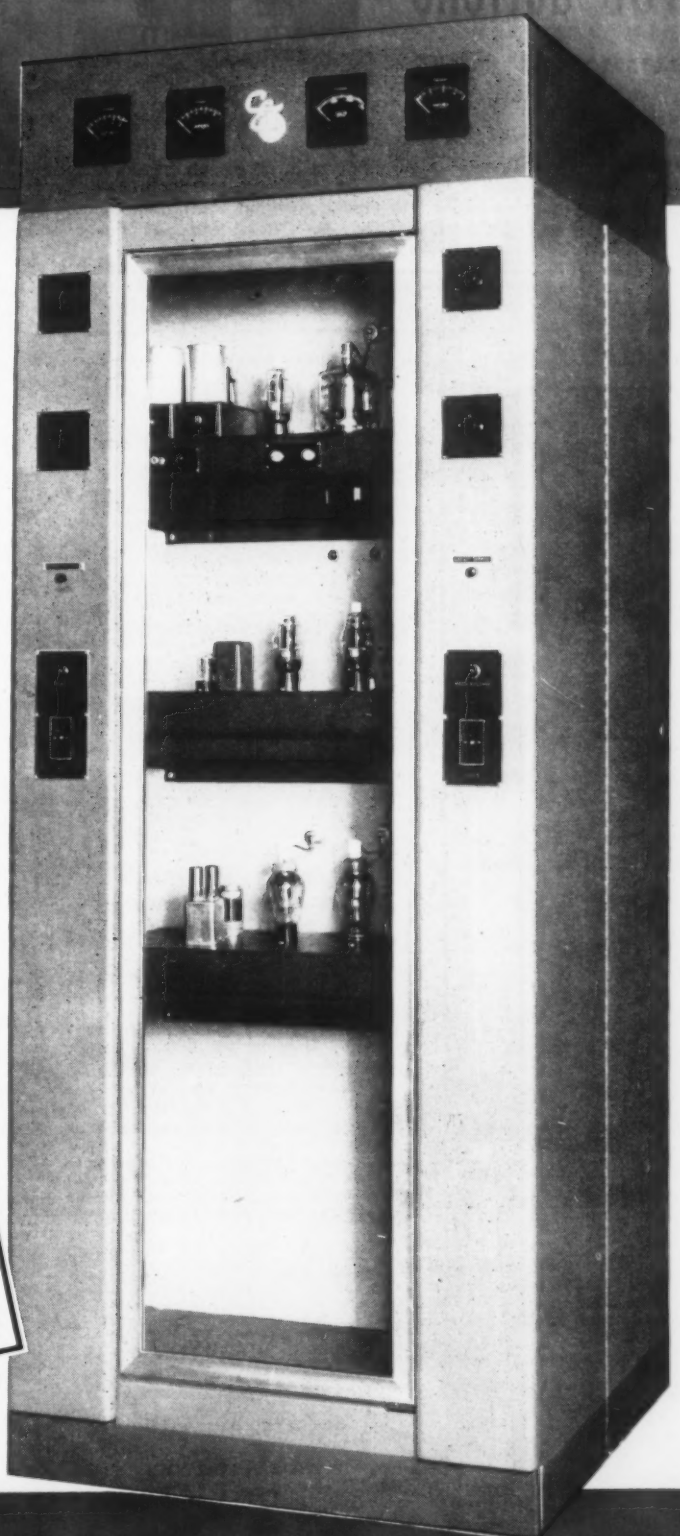
THE NEW

Continental

TYPE 312

250

WATT TRANSMITTER



The CONTINENTAL Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Intermodulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control – the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL'S new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

*GraybaR QUALITY Since 1869 *REG U.S. PAT. OFF.

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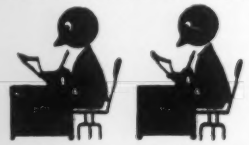

JULY 18 THROUGH JULY 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp. synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

July 18 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KJNO Juneau, Alaska—Mod. CP, as modified, which authorized new AM for extension of completion date.

KPOL Los Angeles—Mod. CP, as modified, which authorized new AM for extension of completion date.

WBRY Waterbury, Conn.—Mod. CP, as modified, which authorized replacement of ant. and changes in DA and ground system for extension of completion date.

KCBS-FM San Francisco—Mod. CP which authorized new FM for extension of completion date to 3-1-53.

License for CP

KRAI Craig, Col.—License for CP which authorized installation of new trans.

AM—1240 kc

WDUN Gainesville, Ga.—CP to change frequency from 1400 kc to 1240 kc.

Modification of CP

KGNO Dodge City, Kan.—Mod. CP which authorized increase power, new trans. and DA-DN, to change from DA-DN to DA-N.

KXEL-FM Waterloo, Iowa—Mod. CP which authorized changes in station to change type of ant. and ERP and decrease ant. height.

Modification of License

WCMB Lemoyne, Pa.—Mod. license to specify station location as Harrisburg, Pa., and Lemoyne and add main studio at Harrisburg.

License for CP

WPAW Pawtucket, R. I.—License for CP which authorized change in frequency, increase in power, installation of new trans. and changes in ant. and ground system.

Reinstatement of CP

WLAB (FM) Lebanon, Pa.—Reinstatement of CP, as modified and reinstated, which authorized new FM which expired 7-4-52.

Change ERP

WKOK-FM Sunbury, Pa.—CP to change ERP from 4.4 kw to 6 kw; ant. to Andrew Type 1308, 8-sec.; ant. height above average terrain to 782 ft.

July 18 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Fred Birch (Transferor), The Fairmont Corp., (Transferee)—Granted joint petition for dismissal of application for transfer of control of KFBB Great Falls, Mont.

WOBT Rhinelander, Wis.—Granted petition to amend application for purpose of revising DA and to supply coverage data with respect thereto.

By Hearing Examiner
Elizabeth C. Smith

WVOP Vidalia, Ga.—Granted petition to amend application to reflect non-network operation for WVOP, to reopen record for admission of certain exhibits in evidence and made part of record in this proceeding, and record then closed.

By Hearing Examiner Fanney N. Litvin

WMRO Aurora, Ill.—Granted petition for continuance of hearing in proceeding re application for renewal of license from July 21, to August 11, 1952, in Washington, D. C., and for acceptance of late filing of appearance by aplicant.

July 21 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WRSW Warsaw, Ind.—Mod. CP, as modified, which authorized new AM for extension of completion date.

AM—1580 kc

WPAC Patchogue, N. Y.—CP to increase power from 250 w to 1 kw and type of trans.

License for CP

WKOV Wellston, Ohio—License for CP which authorized new AM.

Modification of CP

WRAP Norfolk, Va.—Mod. CP, as modified, which authorized new AM to move ant. tower approx. 483.5 ft. due west and increase heights.

TENDERED FOR FILING
Change Antenna System

WVOK Birmingham, Ala.—CP to make changes in ant. system.

Change ERP

WJBK-TV Detroit, Mich.—Mod. CP to change ERP from 3 kw vis. 1.5 kw aur. to 100 kw vis. 50.1 kw aur.

July 21 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

KHIT Lampasas, Tex.—Granted petition for continuance of hearing in proceeding re application for renewal of license from July 28 to September 15, 1952, at Washington, D. C.

King Cotton Broadcasting Co., Clayton, N. C.—Granted petition for dismissal without prejudice of application.

WBBB Burlington, N. C.—Granted petition for removal of application from hearing docket and return of application to the processing line.

E. L. Scott, J. J. Siegel, et al (Transferees) Farmers Bcstg. Service Inc., (Transferors & Licensee) WELS Kinston, N. C.—Passed over motion to dismiss application.

Radio & News Inc., Sweetwater, Tex.—Granted petition for extension of time from July 21 to August 11, 1952, to file exceptions to the initial decision issued in the proceeding upon application of Lyman Brown Enterprises, Brownwood, Tex., for CP

Town & Farm Co. Inc., Columbia, Mo.—Granted petition to amend application to specify operation with 5 kw D, 1 kw N, using D ant. N and unl. in lieu of present operation with 5 kw D, submission of supporting coverage data, and retention of application, as amended, on hearing docket.

Chief, Broadcast Bureau—Granted request for extension of time to July 25, 1952, within which to file petition for review of the examiner's ruling in proceeding re applications of North Shore Bcstg. Co. Inc., Evanston, Ill. and Rock River Bcstg. Co., Rockford, Ill.

July 22 Applications . . .

ACCEPTED FOR FILING

Change Transmitter Location

WISH Indianapolis, Ind.—CP to make changes in DA and move trans. 450 ft. SE of present site.

AM—1010 kc

KLAS Las Vegas, Nev.—CP to change from 1230 kc 250 w to 1010 kc 1 kw-N 5 kw-D; install new trans. and DA-N.

Modification of CP

KTRW Tacoma, Wash.—Mod. CP which authorized new AM for approval of ant., trans. location as NE corner of Allenmore Golf Course, 580 ft. S. 19th St., Tacoma.

Renewal of License

Following stations request renewal of license:

WNGO Mayfield, Ky.; WVLK Versailles, Ky.

Change ERP

WIVY-FM Jacksonville, Fla.—Mod. CP which authorized new FM to change ERP from 3.3 kw to 2.44 kw.

Request CP

WJKO-FM Springfield, Mass.—CP to replace CP which authorized new FM which expired 7-5-52.

Extension of Completion Date

WHAT-FM Springfield, Mass.—Mod. CP which authorized new FM for extension of completion date to 2-10-53.

Change ERP

WNBT (TV) New York—CP to change ERP from 5.2 kw vis. 4.27 kw aur. to 30 kw vis. 15 kw aur.

July 22 Decisions . . .

BY BROADCAST BUREAU

Sign Off Authority

WGAT Utica, N. Y.—Granted request for authority to have regular sign off period at 8 p.m. EST until able to secure first class operators, for period not to exceed 90 days.

Extension of Authority

ABC New York—Granted extension of authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period beginning June 2, 1952, and ending June 2, 1953.

NBC New York—Granted extension of authority to transmit programs to CBL and CBM and other stations under the control of Canadian Bcstg. Corp. for period beginning 9-15-52.

Change Operating Hours

KLOK San Jose, Calif.—Granted license covering change in hours of operation, installation of DA-N, changes in ground system and trans. location.

License Granted

WOWO-FM Fort Wayne, Ind.—Granted license covering changes in existing FM: 96.1 mc, 16.5 kw, 500 ft.

Change Transmitter Location

WLBS Birmingham, Ala.—Granted CP to change trans. location.

Change Transmitter Type

WCRL Oneonta, Ala.—Granted mod. CP to change type of trans.

Change Transmitter Location

KVLC Little Rock, Ark.—Granted CP to change trans. location and install new ant. and ground system.

Increase Tower Height

WMC Memphis, Tenn.—Granted mod. CP to increase height of NW tower of directional array.

Deletion Request

WELI-FM New Haven, Conn.—Granted request for deletion of station as of 6-23-52 and dismissed pending application for mod. CP.

Cancel License

WGAA-FM Cedartown, Ga.—Granted request to cancel license and delete FM.

License Granted

KHJ-FM Hollywood, Calif.—Granted license covering changes in existing FM: 101.1 mc, 16.8 kw; 2950 ft.

Extension of Completion Date

WBAL-TV Baltimore, Md.—Granted mod. CP for extension of completion date to 8-19-52.

KJNO Juneau, Alaska—Granted mod. CP for extension of completion date to 10-15-52.

WCBS-TV New York—Granted mod. CP for extension of completion date to 1-1-53.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 10-15-52.

WQAM-FM Miami, Fla.—Granted mod. CP for extension of completion date to 10-29-52.

WILD Birmingham, Ala.—Granted mod. CP for extension of completion date to 12-31-52.

WERH Hamilton, Ala.—Granted mod. CP for extension of completion date to 2-8-53.

KMYC-FM Marysville, Calif.—Grant-

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Washington, D. C.—REpublic 6160

ed mod. CP for extension of completion date to 9-14-52.

July 23 Applications . . .

ACCEPTED FOR FILING

FM—96.7 mc

WKOP-FM Binghamton, N. Y.—Mod. CP which authorized new FM to change frequency to 96.7 mc; ERP to .41225 kw.

Extension of Completion Date

WSAI-FM Cincinnati, Ohio—Mod. CP as modified which authorized new FM for extension of completion date to 2-13-53.

Modification of License

KEPH Ephraim, Utah—Mod. license to change name to Utah State Agriculture College—Snow branch, junior

(Continued on page 87)

JAMES R. BIRD
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Help Wanted

Salesman

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional nighttime station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 656P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus commission. Good market, progressive town. Box 759P, BROADCASTING • TELECASTING.

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Wanted: Salesman-newsman. Experience secondary, will train. More interested in hard-worker with adequate education and capabilities. Southwest. Write Box 824P, BROADCASTING • TELECASTING.

Salesman, 100,000 New England city; prefer man ready for larger market. Excellent account list. Good guarantee. Box 825P, BROADCASTING • TELECASTING.

Salesman. Established New England network radio station, alone in the market with TV pending, seeks salesman. Man selected will be given active accounts, and a draw against commission. Must be sincere, personable, and energetic. No dreamers, or world-beaters, please. Apply by letter, stating age, education, and experience. Apply Box 804P, BROADCASTING • TELECASTING.

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in classified advertising response necessitates the handling charge of $1.00 for BULK application material (NOT LETTERS) such as discs, tapes, etc.

Please send remittance separately to the attention of the Classified Advertising Department, BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C., with an explanatory note, preferably via personal check or money order.

Help Wanted (Cont'd)

Saleman for an area where radio is dominant medium. Consideration given to all-round radio man who believes he is ready to move into sales. Higher salary if experienced in sales. Even more for a sports announcer with first phone. Station in Williamette Valley in Pacific Northwest. Airmail photo, resume, and disc. Box 828P, BROADCASTING • TELECASTING.

Salesman or salesman-announcer, excellent market, good prospects. KBRZ, Freeport, Texas.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission arrangement. Opportunity for advancement. KCMC AM-FM (TV applicant) Texarkana, Ark.-Tex.

Are you interested $300-$600 per month? Single station. Want livewire. KPRK Livingston, Montana.

Independent in major metropolitan southern market, now under new management, has opening for aggressive salesman, with opportunity of becoming commercial manager if sales results warrant. Guarantee-commission-override plan assures top earnings to top man according to his ability to produce. Robert N. Pinkerton, General Manager, WBGE, Atlanta, Georgia.

Kilowatt daytime independent serving southern Illinois looking for aggressive salesman who understands problems facing such an operation. Excellent potential for man who wants to work and grow with the station. If interested in a challenging opportunity, contact Station Manager, WFRX, West Frankfort, Illinois.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Experienced staff announcer for good steady job net affiliate smaller city upper midwest. $70.00 start. Box 672P, BROADCASTING • TELECASTING.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. Box 702P, BROADCASTING • TELECASTING.

Football announcer plus staff duties. Texas. Tell all. Box 761P, BROACASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Announcer with first phone license for small town regional. Must be reliable, sober, and moral. Box 792P, BROADCASTING • TELECASTING.

Immediate opening for an announcer with personality and delivery to sell to rural and industrial audience on 50 kw deep south regional. Lots of ad lib, lots of discs, little news and no sports. Rush full details, references, phone number to Box 804P, BROADCASTING • TELECASTING.

Sports announcer. Experienced in all types of play-by-play for midwest metropolitan station with well balanced 52-week sports schedule. Excellent opportunity for right man. Box 805P, BROADCASTING • TELECASTING.

South central network station with TV plans needs two staff men. One top-flight man for key position. Will consider beginner for other spot. Box 809P, BROADCASTING • TELECASTING.

Wanted: Staff announcer with car. Prefer man with independent station experience. Send tape or disc, photo, details to Box 812P, BROADCASTING • TELECASTING.

Announcer. 250 w Mutual. Population 13,000. Modern air conditioned studio. TVA Lakes housing available. Experience preferred, but qualified trainee considered. Box 816P, BROADCASTING • TELECASTING.

50,000 watt upper midwest station in major market wants experienced disc jockey. Will build major personality. Prefer southern announcer. Give complete background and details. Box 830P, BROADCASTING • TELECASTING.

Hard hitting air salesman for metropolitan market. Send details and disc. Excellent working conditions with progessive station. Box 837P, BROADCASTING • TELECASTING.

250 watt network affiliate, deep south. wants experienced announcer capable of doing some play-by-play sports. Box 860P, BROADCASTING • TELECASTING.

Wanted: Experienced announcer capable of news writing, newscasting, play-by-play and man-on-the-street programs. Starting salary $75 per week. Midwest, 250 watts, ABC. Box 861P, BROADCASTING • TELECASTING.

Announcer-engineer. Start $75.00 per week. KBRZ, Freeport, Texas.

Local newsman. Trained or experienced in gathering, presenting news, especially local. KBRZ, Freeport, Tex.

Experienced announcer, top newscaster, disc jockey, and special events man with authoritative commercial delivery. Apply only if worth minimum $75 weekly. KTFI, Twin Falls, Idaho, 5000 watts, NBC.

Announcer-engineer, good pay for good man. KYOU, Greeley, Colorado.

Announcer-engineer with first class license. Ability will determine salary. Experience not required. Send letter of application to L. M. Neale, WALD, Walterboro, S. C.

We want a good staff announcer with at least two years experience for 5000 watt network station in market of half million. We're planning for TV so send a picture with your application. Reply to: Joe Salsburg, WARM, Scranton, Pa.

Wanted: Announcer. First license operator on or before September 1st. Starting salary $75.00 44 hours. WCTA, Andalusia, Alabama.

Help Wanted (Cont'd)

Combination announcer-engineer, first class ticket. Emphasis on announcing, but will take inexperienced man who shows promise. Kilowatt daytime station serving Southern Illinois. Adequate housing, good living conditions, available recreational facilities. If interested, contact General Manager, WFRX, West Frankfort, Illinois.

Morning man, announcer - engineer. First phone. Emphasis announcing. Prefer southern man with car. House available if married. Forward tape or disc, photo to Manager, WGRA, Cairo, Georgia. Good pay, right man.

Wanted. Announcer, first phone, independent station 45 miles from New York City. Morning man, five day, 35 hour week. Salary $75 up depending on ability. Contact Manager, WLNA, Peekskill, New York.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted—Radio maintenance engineer—holder first class radio license—two to three years experience. Station is TV applicant located in northeastern Pennsylvania. Write Box 653P, BROADCASTING • TELECASTING.

Wanted: Engineer with first class ticket. Immediate opening—upstate New York. Box 669P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 760P, BROADCASTING • TELECASTING.

Experienced first class ticket engineer, capable of becoming chief. Seventy-five weekly for 48 hours. Virginia station. Write immediately to Box 763P, BROADCASTING • TELECASTING.

Minnesota station wants chief engineer. Must be able to do some announcing. Good salary. Box 770P, BROADCASTING • TELECASTING.

Engineer, Virginia 1 kw network station, state minimum salary. Box 791P, BROADCASTING • TELECASTING.

5 kw network station needs first phone transmitter man. Good location. Experience unnecessary. Box 827P, BROADCASTING • TELECASTING.

Wanted: First class engineer, $50 for 40 hour week. Time and half overtime. Box 831P, BROADCASTING • TELECASTING.

First class engineer wanted. No experience necessary. Regular salary increases. Must be congenial and dependable. Box 853P, BROADCASTING • TELECASTING.

Engineer wanted with or without experience. Must be congenial and dependable. Ideal working and living conditions. Fulltime network station. Box 854P, BROADCASTING • TELECASTING.

Engineer. Washington consulting firm. State experience, education, minimum salary. Immediate opening. Box 857P, BROADCASTING • TELECASTING.

Wanted: AM and TV studio and transmitter technicians. Give details of technical background and include recent snapshot. KFEL, Albany Hotel, Denver, Colorado.

Chief engineer wanted for Southern California network affiliate. Some announcing required. $65.00 week to start —fast ups. KXO, El Centro, Calif.

Wanted: First class engineer-announcer need at once. Please send all information, plus salary requirements to KXLO, Lewistown, Montana.

Combination engineer-announcer, best conditions and salary, WGTN, Georgetown, South Carolina.

2 experienced engineer-announcers, heavy on announcing. $75 per week, permanent to right men. Radio station WHUC, Hudson, New York.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

Wanted immediately—Transmitter engineer with a first class ticket. No announcing. $250 a month to start. Network station. WOMT at Manitowoc, Wis.

Engineer-announcer. Experienced only. WRLD, West Point, Georgia.

Help Wanted (Cont'd)

First class ticket? Willing to work for advancement? Want to join Pennsylvania's Most Progressive independent? WLYC AM and FM, 331 Pine Street, Williamsport, will have engineering position available sometime early August. Lots of chores to be done . . . requires conscientious worker. Color, creed, or religion no barrier. Our problem: All Chiefs, No Indians. Our solution: Employ an engineer who will work and think constructively as he puts in his time. No calls please. Send resume to WLYC, 331 Pine Street, Williamsport, Penna.

Wanted: Chief engineer for 5 kw station. Western Electric equipment, directional lights. Radio station WRRF, Washington, North Carolina, Telephone 403.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Production-Programming, Others

Sports-news. Emphasis on play-by-play football, basketball. Want a man capable of retaining the station's sports dominance. Sports ability primary, must be strong on news. Leading Ohio TV applicant. Top pay for top ability. Box 784P, BROADCASTING • TELECASTING.

Continuity writer wanted. Immediate opening. Man or woman with ability to write good selling copy. Central New York affiliate. Good opportunity. Permanent position. Box 845P, BROADCASTING • TELECASTING.

Program director KCOL in cool colorful Colorado, needed September 1. Must gather and write local news and do special events. KCOL, Fort Collins, Colorado.

California. Office manager, bookkeeper, typist, woman preferred. Plenty experience demanded. Needs poise and personality. Good salary. Wonderful climate on San Francisco peninsula. Established all classical music station, KEAR, San Mateo. Opening is immediate. Send full story, references.

Experienced continuity writer wanted, 5000 watt CBS. Send complete information and salary requirements to Manager, KGLO, Mason City, Iowa.

Commercial copywriter. Immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Television

Technical

Wanted: Two first class men to complete staff. Apply Joe Gill, Chief Engineer, WTVN-TV, Box 718, Columbus 16, Ohio.

Situations Wanted

Managerial

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of references. Box 685P, BROADCASTING • TELECASTING.

Manager - program director. Proven ability. 29, married, college graduate. Request sound proposition AM or TV. Box 713P, BROADCASTING • TELECASTING.

Manager: Excellent record administration, sales. Superior news personality. Top references. Consider part ownership. Box 787P, BROADCASTING • TELECASTING.

Colleges and universities: Manager, extensive independent and network experience, 29, college graduate, now heading 1 kw independent; seeking opportunity in educational radio and TV. Box 826P, BROADCASTING • TELECASTING.

Salesmen

Salesman who loves hard work, long hours and big commission checks wants to join up with solid, hard-hitting radio or TV station. Six years experience, two with network station in largest southern city. Complete listing of references, sales records, and qualifications sent on request. Box 839P, BROADCASTING • TELECASTING.

Announcers

Sport announcer. Play-by-play all sports. Available soon. Will accept top job only. Box 750P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Four years staff announcer, large markets. Solid radio man wants good future with clean operation anywhere. Box 773P, BROADCASTING • TELECASTING.

Seasoned news editor-reporter now employed by five kilowatt midwest network affiliate. References and tape available. Box 788P, BROADCASTING • TELECASTING.

Newswriter-newscaster. MSJ Northwestern. Commercial experience. Married, veteran, 29. Desire station East or Midwest with TV prospects. Box 808P, BROADCASTING • TELECASTING.

Staff announcer. Deep, mature voice, seeks small station. $45 start. 3 months professional radio (college graduate) news-specialty. Disc on request. Box 817P, BROADCASTING • TELECASTING.

Seek immediate, permanent staff position, symphony to sports. Extremely well-read, two years experience, 28, veteran. Box 822P, BROADCASTING • TELECASTING.

2 announcers experienced in farm programs, news, DJ work, production, looking for permanent position with progressive station. Both presently employed at 1 kw midwest station. Will split if necessary. Box 823P, BROADCASTING • TELECASTING.

Small station Samson! Announcing, sportcasting, news interviews, scriptwriting. Tape available. Box 833P, BROADCASTING • TELECASTING.

Announcer. Veteran, college graduate (Radio). Reliable. No drifter. Single, age 24. Relocate anywhere. Trial period, no pay!! Deep, mature, resonant voice. No professional experience. $30 weekly until ability shown. Available immediately. Disc, photo upon request. Excellent references. Box 834P, BROADCASTING • TELECASTING.

Disc jockey personality with first class license available now for metropolitan market association. Complete and productive. Net and indie AM and TV experience. Box 836P, BROADCASTING • TELECASTING.

Announcer: 2 years experience. News, sports, disc shows, special events. Pleasant voice. Excellent references. Available immediately. Write or wire Box 842P, BROADCASTING • TELECASTING.

Qualified staff announcer. Top sportscaster. Milwaukee or Chicago. Box 847P, BROADCASTING • TELECASTING.

Personable announcer. Will do top job for you on news, DJ, sports, commercials. Korean vet. Box 848P, BROADCASTING • TELECASTING.

Sportscaster, 4 years heavy play-by-play. Presently employed, available short notice. Sales training. Married, 30, degree, radio school. Prefer Midwest. Box 855P, BROADCASTING • TELECASTING.

Experienced woman announcer-copywriter available September First. Versatile background. Box 856P, BROADCASTING • TELECASTING

Unusual combination. Experienced staff announcer and professional cartoonist. Excellent commercial man and MC, smooth DJ, on camera drawings, presently employed. Good references. Box 858P, BROADCASTING • TELECASTING.

Announcer: For radio/TV. Experience on N. Y. stations. Good clear voice. Single, Draft exempt. Disc available. James Adonis, 62 Halsted Street, East Orange, New Jersey.

Interested in fulltime work with NBC affiliate after August 19. U. S. citizen. U. S.-Canada radio, Republican-Democratic Convention coverage for Canada. Dispassionate news commentary. Specialize: interviews spot remotes. Described last public appearance of Eisenhower on Michigan Avenue. Dependable as the chimes. Disc, picture, 2 weeks notice. References. LeRoy G. Brush, 49 Balmoral Pl., Winnipeg, Canada.

Good staff man wants step up ladder. Strong on news, disc shows. Experienced all phases. Board, college. Dick Chaney, Radio Station KWHI, Brenham, Texas.

Experienced announcer. Strong on hillbilly and sports. Will go anywhere in Georgia, preferably in northwest Georgia. Call Sonny Cook, 1113m, Cedartown, Ga.

Technical

Maritime radio operator desires broadcast situation. Western states preferred. Four years Marine, eight months broadcast, factory, mobile experience. Availability three weeks. Box 752P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Chief engineer, 6 years experience AM & FM. Desires chief position or engineer large station. TV training. Box 801P, BROADCASTING • TELECASTING.

IRE member, 3 years chief 250, radio, TV, engineering graduate, veteran. Desire position with station planning TV. South preferred. Have car. Box 810P, BROADCASTING • TELECASTING.

Radio operator first class. No experience. Desires position with radio broadcasting or TV station. Box 818P, BROADCASTING • TELECASTING.

Veteran—Negro. First class license, available immediately. 6 months broadcast station experience. Will relocate. Only permanent position with equitable salary considered. Box 819P, BROADCASTING • TELECASTING.

Engineer, first phone. Technical school graduate. TV studio and transmitter training. No station experience. Veteran. Married, available immediately. Box 821P, BROADCASTING • TELECASTING.

Engineer, can do light combo work, veteran, year and one half experience, presently employed. Desire work in a university city located in Midwest or West. I plan on attending school. Box 829P, BROADCASTING • TELECASTING.

Chief engineer, 15 years maintenance and construction experience. Sober, dependable, good references. Present employer requires month notice. Box 838P, BROADCASTING • TELECASTING.

Combo, chief. F. C. bookkeeper. 15 years radio. B. S. Degree. Box 843P, BROADCASTING • TELECASTING.

Engineer with over three years experience desires change. Can work combo, but prefer straight engineering. Currently chief. Box 844P, BROADCASTING • TELECASTING.

Chief engineer: Thirteen years experience, seven with directionals, including construction and maintenance. Prefer Southern station with television application. Box 849P, BROADCASTING • TELECASTING.

Have first class phone. Age 27. Single. Work anywhere. New car. Like to work where I could buy third or half interest in reliable station. Financial backing. Especially Missouri. Would learn announcing. Box 851P, BROADCASTING • TELECASTING.

First phone, two years experience. Available immediately. Desires permanent position. Heber Rains, Box 118B, Eupora, Miss.

Experienced transmitter operator available. Requirements? Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

Copy — continuity — news — promotion man. Heavy, outstanding, print experience; now desires radio-TV career. Journalism graduate. 31. Also sell, announce. Box 700P, BROADCASTING • TELECASTING.

Production writer-producer. Imagination, initiative. 4 years experience dramatic, documentary, children's programs, others. Box 790P, BROADCASTING • TELECASTING.

Texas: Sound proposition. Ten years radio, South and East. Staff, programming, personality. Minimum $350. Box 803P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced copywriter, programming, and sales at 250 watt station in upper-Midwest. Desire change. 23 years old. Two years experience. Box 806P, BROADCASTING • TELECASTING.

Women's director. Six years air experience. BA Speech. Experienced program-women's director, continuity, promotion manager. Midwest preferred. Interview. Tape. Box 813P, BROADCASTING • TELECASTING.

Radio and television "gal Friday" desires position with responsibility and future. Objective: opportunity. Experience in writing, traffic, air work, programming, production, sales, and engineering. Work's what I'm asking for—who'll answer? Box 814P, BROADCASTING • TELECASTING.

News director, 4 years, wants program director job. 26, married, $85. Box 820P, BROADCASTING • TELECASTING.

Program director-announcer. 5 years experience. College, 29, married. Deep, pleasant voice. Box 841P, BROADCASTING • TELECASTING.

Television

Managerial

Proven record of successful sales, programming and managerial results for AM-TV. Presently with major network operation. Will work on percentage basis. Box 835P, BROADCASTING • TELECASTING.

For Sale

Exchange. Constant speed 33⅓-78 RPM Portelec playback; one channel remote amp; electronic organ for equivalent value in time at commissionable end rate. BIB, Box 21, Pasadena, Calif.

Stations

Southwest. 250 w. Unlimited. $6,000 monthly potential. No competition. $42,000. Box 802P, BROADCASTING • TELECASTING.

Full control metropolitan New York City station. Part foreign language. $60,000 if sold within two weeks to allow family vacation. Opportunity of lifetime. No phonies, brokers and commission. Box 815P, BROADCASTING • TELECASTING.

Local, fulltime, Mutual, non-TV area, only station in market, studios-offices at transmitter, gross now $4,000.00 monthly and increasing. This is not a distress offer. Box 852P, BROADCASTING • TELECASTING.

Equipment, etc.

Towers for sale. Four type 101 two hundred foot galvanized insulated Wincharger towers. Three new, one used. Available immediately. FOB New York City area. Box 832P, BROADCASTING • TELECASTING.

Save $7000.00 on two 250 watt, complete point-to-point communications systems. General Electric, practically new, operates within the 30 to 44 mc. FM band. Contact Engineer of KOAT, Albuquerque, New Mexico.

Western Electric model 450-A 250 watt AM transmitter. 6 years old, good condition. Available in September. Radio Station WSGN, Birmingham 2, Ala.

(Continued on next page)

ATTENTION

Television Station APPLICANTS

If you have applied or plan to apply for one or more television stations, a top executive group is available to you as a team.

This team of three, CURRENTLY EMPLOYED, consists of

1. *Advertising Director of a large national retail advertiser with 15 years of experience.*
2. *Vice President of a large AAAA Agency, 15 years experience in radio and television.*
3. *General and Sales Manager, experienced 7 years in radio with network owned and operated station, 2 years with pioneer television station in a major market.*

This seasoned team of top calibre men, with coast-to-coast connections, is qualified to take complete charge of a single multi-station operation.

In addition, this team is able to bring to a new connection top engineering and programming personnel currently employed in major television stations.

If interested reply to Box 859P, BROADCASTING • TELECASTING

For Sale (Cont'd)

FM transmitter, GE., ¼ kw, 101.3 mc; 3 kw amplifier, GE., and 10 kw GE., along with complete auxiliary equipment for station operation. Also ¼ kw AM Western Electric transmitter and auxiliaries. Prefer to sell each as a unit. Ask for complete lists. Beckley Newspapers, Beckley, W. Va.

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in south. Can operate. Box 596P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna and 3⅛" coax line. Designed for thirty pound wind load. Box 793P, BROADCASTING • TELECASTING.

Wanted Ampex portable tape recorder, model 401 or 401A. Air Mail reply with information. Box 811P, BROADCASTING • TELECASTING.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 850P, BROADCASTING • TELECASTING.

Used console, limiting amplifier, microphones, modulation and frequency monitors. M. Wirth, WOAP, Owosso, Michigan.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesman

SELL IN CALIFORNIA

Absolute top incentive plan selling for KXOA, Sacramento. Growing market. 9th on Coast — 65th in Nation. TV Plans. Proven record required. Complete details and photo first letter.

Bob Dumm, Vice President
Lincoln Dellar Radio Stations
P. O. Box 94, Sacramento, Calif.

Help Wanted (Cont'd)

EXPANDING ORGANIZATION

Present sales manager promoted to station manager. We are looking for two sales managers. Want men who are experienced, aggressive, good character and who can produce billing immediately on a sound basis. High income, job security and opportunity to advance are the rewards to the men who can qualify. Please send photo and complete letter stating income required. Strictly confidential. Box 800P, BROADCASTING • TELECASTING.

Production-Programming, Others

RADIO AND TV
PRODUCER-DIRECTOR

needed by Public Relations Department of large academic and research operation for planning, organizing and creating programs for radio and television. Some experience necessary. Outstanding opportunity for young man to develop position and to grow with operation. Interested persons please send complete resume of training and experience. Box 862P, BROADCASTING • TELECASTING.

GOOD JOBS
ARE
AVAILABLE **IN**
NORTH CAROLINA
RADIO STATIONS

ANNOUNCERS
ENGINEERS • CLERICAL
SALES • PRODUCTION
AM • FM • TV

Write for Application Blanks:

NORTH CAROLINA
ASSOCIATION OF BROADCASTERS

DRAWER 1140
SOUTHERN PINES, N. C.

Situations Wanted

Production-Programming, Others

COMMERCIALLY
SUCCESSFUL NEWSMAN AND PRODUCER

of special news programs seeks position with large regional station or other broadcast facility capable of paying top salary and talent for airwork. Box 846P, BROADCASTING • TELECASTING.

Miscellaneous

Sales & Distribution
TELEVISION FILMS
15% FEE CHARGE
CONTACT
McCONKEY ARTISTS-HOLLYWOOD 28
7000 HOLLYWOOD BLVD.
SIX OFFICES U. S. A. PLUS SOUTH AMERICA

Wanted to Buy

Stations

Do you own an AM property that has been a consistent loser?

■

Have you just about decided to take your licking—sell the station and get out before your investment is a total loss?

■

Would you like to turn the property over to management with proven records of substantial profit for two stations in fourteen years?

■

I am qualified in all phases of operation. 21 years experience. Widely known and respected in the radio industry and home community. Know large and small station problems. Know large and small market operations.

■

Presently operating second station of management career. Want ownership-management agreement with not less than fifty percent of stock interest assigned to me when your station goes in the black. Salary and other compensation can be negotiated. Prefer to locate in medium-size market in Florida, the southwest or Pacific Coast.

■

All replies held in confidence. Will arrange meeting at your convenience for further discussion. Desire to complete change by January 1, 1953. Address reply to Box 807P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

WCAU Center Visitors

OVER 90 agency executives, time-buyers and clients from Chicago and other midwestern points arrived via two special flights at the Philadelphia International Airport last week to visit the new WCAU Radio-Television Center. The group was flown in by WCAU to acquaint them with new WCAU facilities and the stations' programming activities. This was the seventh and final trip arranged by WCAU to acquaint the trade with its new building.

Bakery Renews

AMERICAN Bakeries Co., Atlanta, Ga., has renewed *The Lone Ranger* on ABC, Monday, Wednesday and Friday, 7:30-8 p.m. EDT, effective Sept. 8 for 52 weeks. Series emanates from WMAL Washington to 36 ABC radio stations. Agency is Tucker Wayne & Co., Atlanta.

Employment Service (Cont'd)

❖ **HEADQUARTERS** ❖
for
Radio and TV Personnel
Write, Wire, Phone or Visit
YOUR EMPLOYMENT SERVICE
359 West Jefferson
Dallas, Texas—YUkon 7378

Schools

SRT • SRT • SRT • SRT • SRT

SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
DEPT. H
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois.

SRT • SRT • SRT • SRT • SRT

West Coast
Top Network Property
$450,000.00

One of the fine broadcasting properties in the west. Located in a premium western market, this facility is in a favorable TV position. More than $100,000.00 cash included in the purchase price of $450,000.00 for 100% of the stock. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Employment Agency Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

XUM

For television grant and applications, see page 56.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JULY 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	112	319	211
FM Stations	635	582	70	21	8
TV Stations	109	97	30	687*	62

* Filed since April 14.

(Also see Actions of the FCC, page 82.)

Non-Docket Actions . . .

AM GRANTS

Anniston, Ala.—Anniston Radio Co. Granted 1490 kc, 250 w fulltime, antenna 150 ft.; engineering condition. Estimated construction cost $8,400, first year operating cost $32,000, revenue $43,000. Principals include Cary Lee Graham (50%) and Edwin H. Estes (50%). Mr. Estes is 50% owner of WETO Gadsden, Ala. Filed Feb. 21, 1951; granted July 17, 1952. [This item is in lieu of grant to Anniston Radio Co. for Piedmont, Ala.; B•T, July 21.]

Opp, Ala. — The Opp Bcstg. Co. Granted 860 kc, 1 kw daytime, antenna 250 ft.; engineering condition. Estimated construction cost $24,250, first year operating cost $25,500, revenue $36,000. Principals include President H. N. Lee, chamber of commerce president; Vice President Dr. H. W. Waters, physician; Secretary H. E. Donaldson, owner of cotton gin; Treasurer H. D. Danley, and H. B. Paulk, owner of grocery company. Filed April 16, 1951; granted July 23, 1952.

LaGrange, Ga.—Chattahooche Bcstg. Co. Ltd. Granted 620 kc, 500 w daytime, antenna 300 ft.; engineering conditions. Estimated construction cost $21,680, first year operating cost $37,200, revenue $49,200. Equal (1/3) partners are Ralph C. Freeman, president of Southern Loan & Investment Co.; Cecil Crew, postmaster at Whigham, Ga., and Bryon H. Hurst, continuity director and assistant commercial manager of WGRA Cairo, Ga. Filed June 4, 1951; granted July 23, 1952.

New Applications . . .

AM APPLICATIONS

Rogers, Ala.—Chick Capitol Bcstrs., 620 kc, 1 kw daytime; antenna 295 ft. Estimated construction cost $13,950, first year operating cost $36,000, revenue $48,000. Principals include President Carroll F. Jackson (49%), minister at Immanuel Baptist Church, Nashville, Ark.; Vice President Frieda F. Segal (24%), and Secretary-Treasurer Edward Codel (27%). Filed July 24.

Woodland, Calif.—Wagner Bcstg. Co. Resubmitted; see B•T, July 14. 780 kc, 1 kw daytime. Estimated construction cost $21,217, first year operating cost $36,000, revenue $38,000. Applicant is composed of John Andrew Wagner (60%), San Jose, Calif., contractor and rancher; John Russell Wagner (20%), co-manager of KVON Napa, Calif., and Carrie Helen Wagner (20%), housewife. Re-filed July 23.

Adel, Ga.—Little River Bcstg. Co., 980 kc, 1 kw daytime; antenna 235 ft. Estimated construction cost $14,000, first year operating cost $24,000, revenue $30,000. Sole owner of applicant is L. Roy Patten, secretary-treasurer of Adel National Farm Insurance Assn., Adel. Filed July 24.

Richmond, Ky. — Radio Richmond Inc., 1340 kc, 250 w fulltime, antenna 160 ft. Estimated construction cost $12,530, first year operating cost $30,000, revenue $40,000. Principals include President Dr. C. W. Cloyd (33.6%), physician and surgeon; Vice President James C. Carr (33.2%), farmer and landowner, and Secretary-Treasurer W. D. Black (33.2%), ⅓ owner of Black Bros. Bus Lines (inter-city bus lines) and ¼ owner of Richmond City Lines (city bus operation). Filed July 10.

Russellville, Ky.—South Kentucky Bcstg. Co., 800 kc, 1 kw daytime, antenna 260 ft. Estimated construction cost $20,761.45, first year operating cost $37,000, revenue $41,000. Principals include partners Roth E. Hook (¾), theatre operator and 50% owner of WRAG Carrollton, Ala., and Charles W. Stratton (¼), manager of WRAG. Filed July 1.

Portland, Ore.—St. Johns Bcstg. Co., 1140 kc, 1 kw daytime; antenna 220 ft. Estimated construction cost $23,224.90, first year operating cost $48,000, revenue $50,000. Principals include President Jess W. Johnson (20%), minister of St. Johns Christian Church, Portland; Vice President Verlin G. Sheldon (20%), service station owner, St. Johns, Ore.; Vice President Marvin L. Hatcher (20%), office manager; Treasurer Raymond L. Shores (20%), mill foreman, and William E. Bish (20%), insurance agent. Filed July 23.

McCamey, Tex.—Sprayberry Bcstg. Co., 1450 kc, 250 w fulltime, antenna 220 ft. Estimated construction cost $18,100, first year operating cost $36,000, revenue $42,000. Applicant is licensee of KIUN Pecos, Tex., 80% owner of KVLF Alpine, Tex., and 50% owner of KRIG Odessa, Tex. Filed July 1.

Seminole, Tex.—Marshall Formby, 730 kc, 250 w daytime, antenna 270 ft. Estimated construction cost $19,150, first year operating cost $26,000, revenue $36,000. Sole owner is Marshall Formby, sole owner of KPAN Hereford, Tex., 40% owner of KFLD Floydada, Tex., and applicant for new AM station in Spur, Tex. Filed July 9.

Park Falls, Wis. — Radio Station WIGM Inc., 1450 kc, 100 w fulltime, antenna height not specified. Estimated construction cost $14,000, first year operating cost $36,000, revenue $48,000. Applicant is licensee of WIGM Medford, Wis. Filed July 16.

FM APPLICATIONS

Newnan, Ga.—Newnan Bcstg. Co., 96.7 mc (Ch. 244), 250 w. Application did not specify ERP, antenna height, construction cost, operating cost or expected revenue. Applicant is licensee of WCOH Newnan. Filed July 7.

Reno, Nev. — Everett B. Cobb, 95.5 mc (Ch. 238), ERP 10 kw; antenna height above average terrain —527 ft., above ground +90 ft. Estimated construction cost $300 (applicant already has on hand major items of equipment purchased from KWRN-FM Reno in August, 1951), first year operating cost $3,000, revenue $5,000. Sole owner is Everett B. Cobb, owner of Modern Photo, Modern Radio & Television, Reno Music Co. and 50% owner of Radio Specialties Corp., all in Reno. Filed July 1.

Seneca, S. C.—Blue Ridge Bcstg. Co., 105.3 mc (Ch. 287), ERP 6.4 kw; antenna height above average terrain 329 ft., above ground 225 ft. Estimated construction cost $4,200 (some equipment, land and building already on hand), first year operating cost $6,000, revenue $7,000. Applicant is licensee of WSNW Seneca and applicant for new AM station in Barnwell, S. C. Filed July 7.

Salt Lake City, Utah—Utah Bcstg. & Television Co., 97.1 mc (Ch. 246), ERP 23.2 kw; antenna height above average terrain —191 ft., above ground +325 ft. Estimated construction cost $5,000 (applicant already has on hand major items of equipment), first year operating cost $10,000, revenue $10,000. Applicant is licensee of KUTA Salt Lake City. Filed July 2.

Honolulu, Hawaii—Henry T. Lee, 92.3 mc (Ch. 222), ERP 6 kw; antenna height above average terrain 155 ft., above ground 201 ft. Estimated construction cost $210,400, first year operating cost $84,000, revenue $80,000. Sole owner is Henry T. Lee, president of Kaimuki Finance Ltd. (real estate and insurance) and president of '29ers Ltd., d/b as Kailua Tavern. Filed July 8.

KBIG Avalon, Calif., will cover the Catalina Grand National Water Ski Race of the National Water Ski Assn., Aug. 10, with announcers located at Long Beach for start, on station's floating studio mid-way to island and Avalon turning-around point.

FCC Actions

(Continued from page 83)

college of state of Utah.

July 23 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

KRAI Craig, Col.—By order, denied petition requesting waiver of Sec. 1.334(c) (4) of Commission rules to permit operation of station with lesser grade operators than required by rules although person holding radiotelephone first-class operator license is not employed full time at station, and ordered that the operation of KRAI continue under the supervision of at least one first-class operator pursuant to Sec. 1.334.

Radio Corp. of America, New York—Granted STA to operate four modified Signal Corps transmitters at the site of WOR-TV North Bergen, N. J., to obtain data for the RCA Laboratories Div. with respect to effect of antenna height on tropospheric and ground wave propogation in the upper portion of UHF television band (842-854 mc); also a base and two mobile stations to be used in connection with the tests, which are authorized for period of three months; engineering conditions, and further specified that activities covered are of non-continuing nature.

July 24 Decisions . . .

BY COMMISSION EN BANC

AM—900 kc

KFAL Fulton, Mo.—Granted CP to increase power from 250 w D, to 1 kw D, and install new trans.

AM—1370 kc

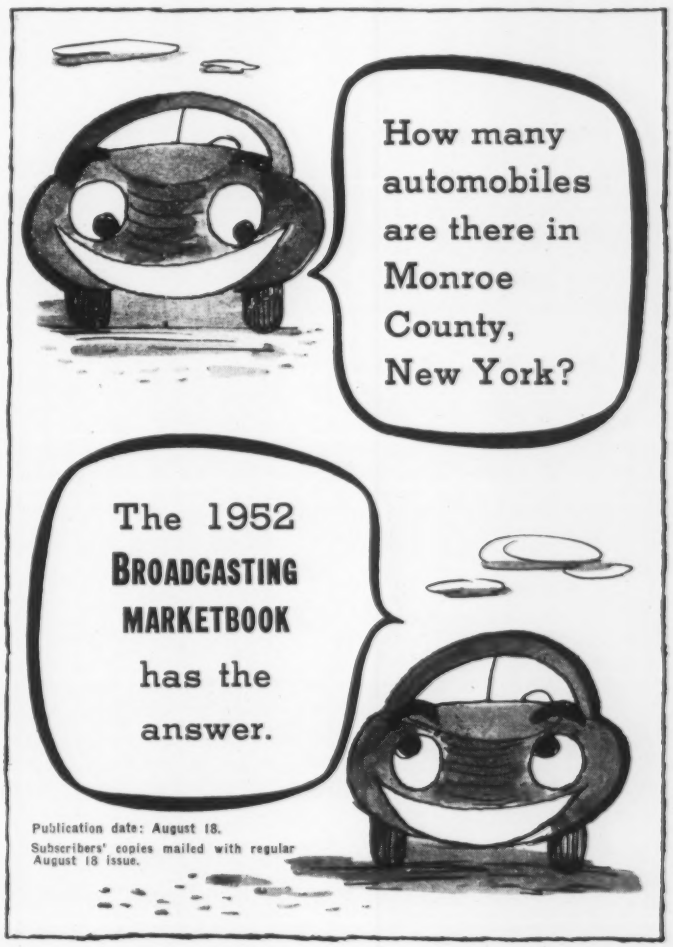
WDEF Chattanooga, Tenn.—Granted CP to increase power from 1 to 5 kw-N and make changes in ant. system.

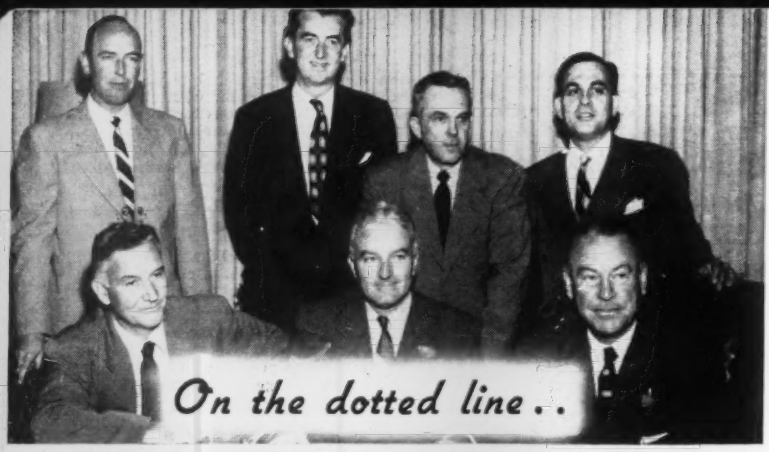
License Renewal

Following stations were granted renewal of licenses for regular period: WBIR-FM Knoxville, Tenn.; WCMI-FM Ashland, Ky.; WCSI-FM Columbus, Ind.; WJIZ Hammond, Ind.; WKYC Paducah, Ky.; WMLL Evansville, Ind.; WOMI-FM Owensboro, Ky.; WOWO-FM Ft. Wayne, Ind.; WCBT and WKEM (FM) Roanoke Rapids, N. C.; WMFS Chattanooga, Tenn.

Paper's Request Granted

FCC last Wednesday granted an application of the *New York Mirror*, a division of the Hearst Corp., to equip one vehicle in New York for mobile facimile and teleprinter transmission. This will test the suitability of frequencies in the 450-460 mc band for newspaper use. Radio teleprinter equipment would be used for transmitting news to the newspaper office and news pictures would be developed in the mobile unit for radio dispatch to the home office.


How many automobiles are there in Monroe County, New York?
The 1952 BROADCASTING MARKETBOOK has the answer.
Publication date: August 18.
Subscribers' copies mailed with regular August 18 issue.



GENERAL Petroleum Corp. (Mobilgas dealers) sponsorship of all KTTV (TV) Hollywood unscheduled special events is signed by (l to r): Seated, Frank C. Meunier, GPC adv. dir.; Norman Chandler, pres., Times-Mirror Corp. & KTTV, and Clarence Beesemyer, GPC bd. chmn. Standing, D. W. Whiting, KTTV sls. mgr. and Richard A. Moore, v. p. & gen. mgr., Ted L. Stromberger, v. p. West-Marquis Inc., agency for GPC, and Leslie H Norins, KTTV acct exec.

BIG San Antonio TV contract, Kallison's Country Store sponsoring *Red River Dave's Barn Dance* Sat., on WOAI-TV San Antonio, is signed by Jerry Lee (l), WOAI-TV cml. mgr., and Perry Kallison, sponsor.

CONTRACT for a new *March of Time* series, which makes its initial telecast during first week in October, is signed by Vern Mullen (l), adv. mgr., Miller Brewing Co., sponsor, and Frank Shea, *March of Time* sls. dir.

SIGNING for sponsorship of 25 Washington Senators games on WAAM (TV) Baltimore are (l to r, seated) Claud Fitz Simons, American Brewery Inc. pres., and Ken Carter, WAAM gen. mgr., and (standing) Elmer Free, pres., Elmer Free Adv.

AFFIRMING sponsorship of *Pud's Prize Party* on ABC-TV are (l to r) Donald S. Kellett, adm. asst., WFIL-TV Phila., originating station; Norman P. Hutson, pres., Frank H. Fleer Corp., and John A. E. McClave, v.p.-treas., Lewis & Gilman, agency.

AFTER-MIDNIGHT TV show, *Adventure in the Night*, is sponsored over WBAL-TV Baltimore, with signers (seated) Hy Grayson, Grayson's Furniture & Appliance Stores, sponsor; and (l to r) Frank Seegar, Grayson's; George Avis, acct. exec., Azrael Adv. Agency, and Jack Burke, WBAL-TV sls. exec.

COMMUNITY TV

FCC to Hear Belknap Case

BELLWETHER case on community TV systems—whether or not the FCC has jurisdiction and, if so, what kind of service the bring-TV-down-the-mountainsides systems are—has been designated for hearing by the FCC.

Specific issues will be enumerated in the next week or so. It is not expected that the date for the hearing can be set yet.

Guinea pig case is the application of J. E. Belknap & Assoc. of Poplar Bluff, Mo., for two microwave relay stations on the 5925-6425 mc band to bring programs of WMCT (TV) Memphis northwest to Kennett and Poplar Bluff [B•T, Oct. 15, 1951].

According to the application, the Belknap firm intends to feed the signal to a privately-owned distribution system in Kennett, but plans to set up its own system for individual subscribers in its home town.

If successful, the Belknap company said it would extend the system eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, all in Missouri, Cairo, Ill. and Paducah, Ky.

After that the firm plans to pick up KSD-TV St. Louis and feed its programs southwest to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale, all Illinois.

Permission Not Given

Both WMCT (TV) and KSD-TV objected to the granting of the applications, and asked for a hearing on the grounds that they had not given permission to have their signals picked up and distributed [B•T, Nov. 12, 1951].

In its July 16 letter to the Belknap firm, the Commission said it was unable to determine whether the proposed operation constituted common carrier service as requested and whether it would be possible to procure TV programs to deliver to customers.

One of the major questions in the FCC's minds is whether the extension of community TV systems might not have an adverse effect on the construction of TV stations in the smaller communities, thus nullifying to some extent the allocation of frequencies to small cities and towns [B•T, Feb. 11]. This would, it is believed, forestall local programming, give subscribers network and big city programs entirely.

It is also understood that Bell system companies feel that they should be the sole relayers of TV signals between cities.

At the present time there are about 75 community TV systems in operation and about the same number in the projected stage. The National Community Television Assn. held its first annual convention last month in Pottsville, Pa. [B•T, June 16].

KGO-TV DRIVE

$400,000 to Palsy Fund

CLIMAXING elaborate preparations which began months ago, KGO-TV San Francisco staged a 27-hour telethon which it claims set a time record for TV fundraisers and which attracted more than $400,000 in donations from the northern California area.

Because it followed so closely the Hope-Crosby telethon for the Olympics, the San Francisco "Celebrity Parade for Cerebral Palsy" was not expected to be an unusual success. But the response tripled the total raised a year ago on a similar show, it was claimed.

Emceed by Jack Webb *(Dragnet)* and Lee Giroux, the telethon featured city entertainers playing all night, with support from several Hollywood film notables. Volunteers by the hundreds answered the battery of 200 telephones, passed the hat or worked as ushers.

Commercial time was given by KGO-AM-TV, with the 27-hour donation making a considerable dent in the stations' weekend revenues, it was reported. Vince Francis, manager of the ABC O&O station for the Bay Area, started the telethon which was held in the Veterans Auditorium. A complete free commissary was staffed and stocked by an Oakland catering service.

Although the commercial "plug" aspect in donations was apparent at times, it played a small part, with rivalry between Los Angeles and San Francisco a strong element in attracting donations to top the $350,000 southern California figure.

Lever, Hudson Sign

WCBS-TV New York has secured two more daytime sponsors through its 12-a-week plan whereby advertisers using 12 or more daytime announcements a week are entitled to a 45% discount [B•T, July 14]. New advertisers, fifth and sixth to be signed under the plan, are: Lever Brothers Co., using 12 spots a week for Breeze for ten weeks starting Aug. 11, through BBDO, New York, and Hudson Pulp & Paper Co. (napkins), using 12 spots a week for 52 weeks, through Biow Co., New York.

Canadian Policy

CANADIAN government's decision to retard development of independent TV stations until at least one government-owned station is located in each province, will deprive Canadian radio artists from opportunities of gaining experience and a livelihood in the new medium, according to Terrence O'Dell, resident agent in Canada of the American Federation of Radio Artists. Mr. O'Dell points out that for years to come Canadian performers will be at the mercy of the Canadian Broadcasting Corp. for TV appearances.

XUM

Telestatus

(Continued from page 66)

Lowe Runkle, Lowe Runkle Agency; Al Miranda, Katz Agency, and Gene Dodson, administrative assistant, and Ray Scales, public relations manager. Information on favorite local personalities and shows and strength of station's signal also was gathered.

* * *

Toppers Still Tops, Pulse Survey Shows

THE most popular TV shows are still on the upgrade, drawing more audiences than before, according to figures released last week by The Pulse Inc.

Using data from the Multi-Market TelePulse reports on the network TV programs drawing the largest audiences during the six-month period, January-June 1952, and comparing the average ratings of these programs for that period with their average ratings for the first and final six months of last year, Pulse shows that while most of the ratings dropped from the first to the last half of 1951 they rose to new highs in the first half of 1952.

Fall-off for the final six months of last year can be attributed to the fact that the summer period, when viewing is traditionally down from the rest of the year, all falls within the latter six months. Significant comparison is therefore between the first six-month periods of last year and this, which shows that for the 22 programs on the air at both times, 17 had higher average ratings this year than last.

Comedy, variety and drama seem to be the most popular types of TV programming, with the comedy-drama, *I Love Lucy* ranking first, five variety programs in the next five positions and 10 dramatic series included in the toppers. Full list of the top 25 TV network shows is shown above.

TOP TWENTY-FIVE NETWORK TV PROGRAMS
(From Multi-Market TelePulse, Jan.-June, 1952)

	JAN.-JUNE 1952	JULY-DEC. 1951	JAN.-JUNE 1951
I Love Lucy (CBS)	39.5	*	*
Godfrey's Talent Scouts (CBS)	39.1	24.4	31.9
Texaco Star Theatre (NBC)	36.6	39.7	45.3
Red Skelton (NBC)	36.3	28.0	*
Your Show of Shows (NBC)	35.7	31.7	32.9
Godfrey & His Friends (CBS)	33.8	25.3	28.0
You Bet Your Life (NBC)	32.9	23.0	+
Fireside Theatre (NBC)	31.6	26.4	29.8
Television Playhouse (NBC)	30.0	27.5	29.6
Mama (CBS)	29.5	26.3	25.0
Toast of the Town (CBS)	29.1	26.4	28.7
Comedy Hour (NBC)	27.4	31.4	31.4
Boxing (Wednesday) (CBS)	26.3	+	28.1
Circle Theatre (CBS)	26.0	20.7	22.1
Robert Montgomery (NBC)	25.9	22.9	+
Ken Murray (CBS)	25.7	20.1	21.6
Wayne King (Midwest only) (NBC)	25.7	20.3	*
What's My Line (CBS)	25.6	20.9	+
Studio One (CBS)	25.3	24.8	27.9
Kraft Theatre (NBC)	25.0	24.7	28.5
Lux Video Theatre (CBS)	24.9	23.6	24.8
Playhouse of Stars (CBS)	24.9	21.6	*
Boxing (Friday) (NBC)	24.7	21.5	22.5
My Friend Irma (CBS)	24.6	*	*
Big Town (CBS)	24.1	20.1	23.9
Man Against Crime (CBS)	24.1	23.8	24.8
Your Hit Parade (NBC)	24.1	20.2	23.7

* Not on the air during this period.
\+ Failed to make Top Twenty-Five.

* * *

'LIFE GUARD'
WSYR Bolsters Water Safety

SWIMMERS in the Syracuse environs can now enjoy themselves with added safety, thanks to WSYR Syracuse.

Larry Lawrence, WSYR salesman, was witness during an agonized wait at a pool several miles outside Syracuse for an ambulance bringing aid to a swimmer who was feared a drowning victim. The following day, he observed to Fred Hillegas, WSYR news editor, that having respirators at community pools would avoid delay in getting mechanical treatment to victims. Mr. Hillegas went into action.

He phoned civic officials. He reported the suggestion and the civic officials' endorsement. Listeners phoned to guarantee that private organizations would help.

Within 48 hours, city leaders announced in a WSYR newscast that two respirators were en route by air express from a Pittsburgh manufacturing plant, and would be installed at two nearby beaches the following day.

Meanwhile, a city legislator who had been phoned by Mr. Hillegas announced that he would initiate legislation to provide the same protection for municipal pools.

Canada Set Sales

RECORD sales of television receivers selling under $400 were made in Canada during May, totalling 6,583 sets valued at $2,764,212, according to a report of the Radio-Television Manufacturing Assn. of Canada. This makes a total 103,454 sets valued at $49,376,101 sold in Canada. The May record sales were stimulated by the early start of TV transmissions at Montreal and Toronto. Bulk of the sets sold in May were sold in the Toronto and Hamilton area of southern Ontario.

KGBS GRANT
FCC Examiner Favors Switch to 850 kc

A SECOND initial decision looking toward grant of application of KGBS Harlingen, Tex., to change from 1240 kc and 250 w to 850 kc with 5 kw was proposed last Wednesday by FCC Hearing Examiner J. D. Bond.

The decision concerns a three-year-old case involving claim of possible interference to KOA Denver, Col., a 50 kw clear channel station on 850 kc, and NBC, as licensee and party to the proceeding. The Commission last year remanded an earlier initial decision of November 1950, to the FCC examiner for further study pending completion of a KGBS site survey on the new frequency. KGBS is licensed to Harbenite Broadcasting Co. to broadcast day and night.

Examiner Bond said it is clear that the proposed KGBS daytime operation "will not involve objectionable interference with any existing or proposed station." He rejected KOA claims that the site survey results indicate any probability of objectionable interference to KOA's secondary service area. KGBS proposes to use a directional antenna system.

Under the decision, KGBS would realize a new primary daytime service to 42,200 persons (a net gain of 34,372), a new nighttime service to more than 100,000 persons not now served by it, a first primary service at night to 5,750 persons and "a well-balanced program service." While KGBS would lose some 8,000 persons during daytime hours in a 922 square mile area (these persons now receive at least four other stations), such a loss "does not weigh significantly against authorizing the much more extensive service" to be afforded by KGBS, the decision explained.

The decision also set aside certain conditions for the grant, touching on painting and lighting of antenna structure, type of antenna current and phase monitoring equipment, performance tests, and appropriate remedial measures to minimize re-radiation effects. Re-radiation factor has been raised in connection with the towers of KSOX, also in Harlingen.

KGBS is affiliated with CBS and has been on the air since 1941. Hearings initially were held in July, August and September 1949, with oral arguments before the Commission en banc heard May 4, 1951. In June last year, the Commission vacated the first initial decision, and authorized KGBS to conduct directional and non-directional site surveys. Hearings were resumed early in 1952.

NBC is seeking FCC approval for sale of KOA-AM-FM to a group known as Metropolitan Television Co. [B•T, July 14].

Advertest Study Shows Best Remembered Spots

BEST REMEMBERED TV spot commercials in the New York area, revealed in a study by Advertest Research and published in the June issue of *Television Audience of Today*, included Tide, Philip Morris, Flamingo, Bulova and Muriel cigars.

Other TV spots in the top 20 include Chevrolet, Piels, Schaefer, Clorets, Pall Mall, Castro, Ivory, Kools, Motts, Benrus, Raleigh, Hellman's, Rheingold, Pan American and Ideal dog food, the Advertest study noted.

Factors in remembrance were first slogan mentions and cartoons, then music, claim for product and "central character." Spots liked best were favored because of their music, "central character" and cartoons.

RCA VICTOR has opened a new $50,000 dispensary for employes of its Camden, N. J., plant and offices. It has laboratory facilities for blood and other analyses, provisions for short-wave diathermy and infra-red and ultra-violet treatments and facilities for minor surgery.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Meridian

VANESSA

On Records: Hugo Winterhalter—Victor; David Rose—MGM.

Exclusively licensed by BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

MOVIE MAN ATTACKS DEPT. OF JUSTICE SUIT

CIVIL ANTI-TRUST suit instituted by Department of Justice against major film companies is "ill advised and contrary to American principle of free enterprise, because televised showing of theatrical feature film on television destroys its commercial value for theatrical exhibition—the normal market for which the film was originally produced," Harry Brandt, president, Independent Theatre Owners Assn., wired Attorney General James P. McGranery late last week. "Self-seeking forces are continually arousing public to believe that it is being duped by subtly disseminating false idea that anything and everything capable of being transmitted over airwaves should fall within public domain without regard to property rights," Mr. Brandt declared. "Nobody should tell any American businessman with whom he must deal to detriment of his business."

PRODUCTION OF TV, RADIO DECLINES

PRODUCTION of radios in first half of 1952 declined by 40% over same period last year, while TVs sank 33% in same period, RTMA reported Friday. Total of 4,838,343 radios were made in January-June this year, compared to 8,007,905 same months last year. Manufacturers made 2,318,236 TVs in first half of 1952 vs. 3,457,519 same months last year.

In June, 874,253 radios were made, compared to 1,062,657 for same 1951 month, and 361,-152 TVs compared to 352,500 last year. Production in 1952:

Month	Television	Home Sets	Portables	Auto	Total Radio*
Jan.	404,933	288,723	68,433	195,147	632,455
Feb.	409,337	312,705	72,866	267,779	759,453
March (5 wks.)	510,561	357,689	99,720	343,314	975,892
April	322,878	286,164	110,529	275,250	847,946
May	309,375	288,927	128,351	215,478	748,344
June (5 wks.)	361,152	297,669	205,186	246,909	874,253
Totals	2,318,236	1,831,877	685,085	1,543,877	4,838,343*

* Totals include separate clock radio production of 777,504 for 6 month period.

HARKNESS ON CBS

SEEING Richard Harkness, ace NBC commentator, on CBS-TV exclusively was one of those happenstances that occurred in heat of Democratic Convention last week. Crossed signals in arranging pooled telecast was responsible. It happened late Thursday on hastily planned interview with governors of Louisiana, Virginia and South Carolina, central figures in loyalty dispute. NBC assigned Mr. Harkness and interview was picked up from the CBS-TV studios in Amphitheatre. CBS said it assumed NBC was carrying show. It developed NBC hadn't, even though Mr. Harkness handled interviews. It's presumed NBC cut program at outset because of CBS environment with both CBS and Westinghouse insignia prominently displayed. Before interview was over, however, Walter Cronkite, CBS anchor man, managed several queries.

Business Briefly

(Continued from page 5)

ment of hour-long show on Mon.-Wed.-Fri. O'Cedar, which built business on TV almost exclusively, also testing radio spots with 13-week campaign in Baton Rouge. Agency, Turner Adv., Chicago.

HOTPOINT BUYS RADIO, TV ● Hotpoint Inc., Chicago (household appliances), and Lambert Pharmacal Co., St. Louis (Listerine), will sponsor *Ozzie & Harriet* on both ABC radio and ABC television on alternating weekly basis. Radio series will be aired Fridays, 9-9:30 p.m.; TV time not set, nor is starting date for either series, although October is probable. TV series will be on film. Program package price reportedly about $35,000 per week, not including time charges. Hotpoint agency, Maxon Inc.; Listerine's is Lambert & Feasley.

Convention Pattern Change Predicted

THAT THERE may never again be political conventions *following present pattern* was freely predicted by members of radio and press corps covering tumultous Democratic Convention in Chicago last week, which outstripped GOP proceedings in confusion, controversy, noise, demonstrations and candidates.

Lowell Thomas, in commentary over CBS-TV Friday, reflected views of most newsgatherers in predicting there will "never again be a convention of this kind." He appealed for public reaction. He said public had complained about snake dances, gallery demonstrations and interminable flow of oratory. He posed question whether galleries should not be excluded altogether. Others felt that in interest of decorum, newsmen, whatever their pursuit, should be denied floor privileges.

Mr. Thomas said radio and television audience heard and saw proceedings to far better advantage than any of voting delegates. Chairman Ed C. Johnson (D-Col.) of Senate Interstate & Foreign Commerce Committee, and campaign manager for Sen. Richard Russell, himself repeatedly left floor to find quiet spot before television receiver in studios away from amphitheatre noise.

Networks, it was evident, planned to take stock before embarking upon another project of this magnitude. Losses to themselves and to their affiliates exceeded most extravagant estimates. Total, it was thought, might exceed $10 million in station and network time, talent reimbursement, overtime, extra employes and general overhead. CBS situation (see Highlights, page 28) considered unique.

BONUS FOR SAUCERS

EAGER to be first on air with pictures of flying saucers—if there are such things and if they approach New York—WPIX (TV) New York has alerted its remote camera crews—both live and film—to be on watch for these astral phenomena. Station is offering $500 in cash for actual pickup of "flying disc" to crew making it, with newsreel cameramen to get $100 cash prize for footage which can be telecast.

NEW TV APPLICATIONS

FCC received 13 new and amended applications for new TV stations Friday, including three Regents from State of New York Board of Education for non-commercial educational stations. New applications were:

Santa Barbara, Calif.—Santa Barbara Bcstg. & Television Corp., VHF Ch. 3, ERP 42.7 kw visual, 21.4 kw aural; antenna height above average terrain 3,309 ft., above ground 158 ft. Estimated construction cost $289,014, first year operating cost $209,154, revenue $241,200. Principals include Chairman of Board **Harry C. Butcher** (14%), owner of KIST Santa Barbara; President **Colin M. Selph** (22%), vice president and general manager of KDB Santa Barbara from August, 1951, to July, 1952; Vice President and Treasurer **Cecil I. Smith** (12%), resident manager of Schwabacher & Co. (investment bankers), Santa Barbara; Secretary **Alvin C. Weingand** (4%), president, manager and 51% owner of San Ysidro Ranch Corp. (ranching resort), Santa Barbara; **Ronald Colman** (10%), vice president and 49% owner of San Ysidro Ranch Corp., owner and feature player of *Halls of Ivy* (NBC radio program) and independent motion picture actor; **C. H. Jackson Jr.** (28%), manager and 25% owner of Petan Co. (ranching, real estate and dairy), Santa Barbara, and 50% owner of Teluride Mines Inc. (mining), Nevada, and **Arthur F. Marquette** (10%), 50% owner of Sherman & Marquette (advertising agency), Chicago and New York.

Denver, Col.—Mountain States Television Co., UHF Ch. 20, ERP 89.5 kw visual, 44.7 kw aural; antenna height above average terrain 444 ft., above ground 550 ft. Estimated construction cost $323,400, first year operating cost $350,000, revenue $300,000. Principals include equal (⅓) stockholders: President **Irving L. Jacobs**, 50% owner of Mammoth Sports Garden Co., Denver; Vice President **Sam S. Sigman**, 50% owner of K & B Packing Co. (meat packers), Denver, and Secretary-Treasurer **Morris Sigman**, 50% owner of K & B Packing Co.

WGPC Albany, Ga., VHF Ch. 10, ERP 2.9 kw visual, 1.5 kw aural; antenna height above average terrain 318 ft., above ground 347 ft. Estimated construction cost $112,457, first year operating cost $80,000, revenue $90,000.

Savannah, Ga.—Martin & Minard, VHF Ch. 11, ERP 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 347 ft., above ground 337 ft. Estimated construction cost $149,777, first year operating cost $100,000, revenue $120,000. Principals include general partners **William H. Martin** (60%), field supervisor for Woodman of the World Life Insurance Co., Denver, and **J. Gordon Minard** (40%), owner of Minard & Co. (real estate), Savannah, Ga.

WPEO Peoria, Ill., UHF Ch. 19, ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 318 ft., above ground 293 ft. Estimated construction cost $178,500, first year operating cost $105,000, revenue $130,000.

WGRD Grand Rapids, Mich., UHF Ch. 23, ERP 213 kw visual, 106 kw aural; antenna height above average terrain 461 ft., above ground 430 ft. Estimated construction cost $384,685, first year operating cost $416,800, revenue $397,406.

KTTS Springfield, Mo., VHF Ch. 10, ERP 12.7 kw visual, 6.3 kw aural; antenna height above average terrain 262 ft., above ground 231 ft. Estimated construction cost $175,000, first year operating cost $180,-000, revenue $175,000.

Binghamton, N. Y.—U. of State of New York, UHF Ch. 46, ERP 198 kw visual, 105 kw aural; antenna height above average terrain 551 ft., above ground 531 ft. Estimated construction cost $251,500. (Noncommercial, educational station application.)

Ithaca, N. Y.—U. of State of New York, UHF Ch. 14, ERP 202 kw visual, 105 kw aural; antenna height above average terrain 1,313 ft., above ground 543 ft. Estimated construction cost $251,500. (Noncommercial, educational station application.)

Utica, N. Y.—U. of State of New York, UHF Ch. 25, ERP 198 kw visual, 105 kw aural; antenna height above average terrain 563 ft., above ground 538 ft. Estimated construction cost $251,500. (Noncommercial, educational station application.)

Lock Haven, Pa.—Susquehanna Valley Television Corp., UHF Ch. 32, transmitter output 5 kw (ERP not given). Estimated construction cost $200,000. Application incomplete; estimated first year operating cost and revenue, engineering data, etc., not supplied. Principals include **V. James Caprio** (13%), owner of Harper Method Beauty Shop; **Philip A. Teah** (13%), with Widman & Teah (drug store and real estate); **Paul A. Mack** (8%), insurance agent, and **Richard C. Abrams** (6%), owner of Keystone Tax (all principals are Lock Haven residents).

Corpus Christi, Tex.—Coastal Bend Television Co., UHF Ch. 22, ERP 20.5 kw visual, 10.2 kw aural; antenna height above average terrain 317 ft., above ground 324 ft. Estimated construction cost $157,488, first year operating cost $110,000, revenue $124,000. Principals include President **Gabriel Lozano** (10%), owner of Southwestern Beverage Co.; Vice President **Aroldo O. Lerma** (10%), owner of Lerma Pharmacy; Treasurer **M. L. Ramirez** (10%), owner of R. & R. Products (wholesale drugs), and Secretary **E. E. Mireles** (10%), school supervisor for Corpus Christi Independent School District (all principals are Corpus Christi residents).

† **WROV Roanoke, Va.**, UHF Ch. 27, ERP 104.7 kw visual, 62.6 kw aural; antenna height 674 ft. above average terrain, 249 ft. above ground. Estimated construction cost $264,096. (Second amendment; for earlier amended application see B•T, July 14).

† Indicates pre-thaw application refiled.

XUM

BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

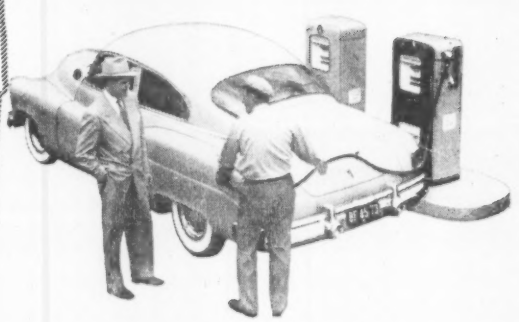
In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW
1922 · 1952
30th year

WLW The Nation's Station

millions listen . . . **millions buy!**



WJR

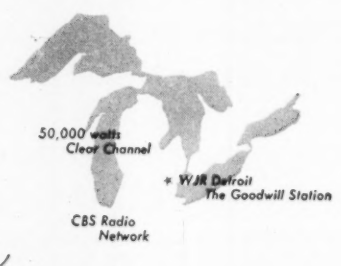
the **GREAT VOICE** *of the* **GREAT LAKES**

WJR MARKET DATA

(primary coverage area)

		Per cent of Total U. S. Market
Population	12,601,300	8.3%
Radio Homes	3,785,540	8.6%
Passenger Car Registrations	4,116,934	10.2%
Filling Station Sales	*$739,614,000*	*10.1%*

This summer 4,500,000 vacationists will visit Michigan . . . *most of them by automobile.* Combine this with over 4 million passenger car registrations already within the range of WJR's signal, and you're looking at the greatest filling station sales potential in the Midwest! Sell these millions of customers, with the *only single medium* that reaches them all. That's WJR, the Great Voice of the Great Lakes!



Radio—America's Greatest Advertising Medium

Represented Nationally by the Henry I. Christal Co.

WJR—Fisher Bldg., Detroit 2, Mich.

WJR Eastern Office: 665 Fifth Avenue, New York 17, N. Y.